...NOLOGY DEPT.
...E 11, 1945
PRICE 15 CENTS

BROADCASTING

The Weekly ... of Radio
Broadcast ...

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"You're covered, Ralph Rovish. Reach for the sky!"

ONE OF THE specialties of the house at WOR is radio drama. Not arty stuff . . . though we do pride ourselves on the integrity of every production . . . but the kind of tense, skilled story-telling that grips listeners until the last situation is unravelled; leaves them relaxed and agreeably receptive when the villain's gun finally clatters to the pavement.

Twenty times a week, WOR becomes an air-theatre where the best efforts of some of the best radio craftsmen are presented. Whether it's a gripping mystery show like "Bulldog Drummond" or "The Strange Dr. Weird" . . . one of the WOR Brownstone Theatre's excursions into the past . . . or such a poignant human annal as "Real Stories from Real Life" . . . the superb creative show-sense of WOR's skilled programmers shines forth like Broadway on V-E night.

This popular appeal; this ability to know what listeners want almost *before* they want it, is typical of WOR's carefully foresighted programming. It's a knack, of course, like great editing. But it's also the net result of penetrating personal research by highly skilled interviewers into the likes and dislikes of millions.

If you're an agencyman or a sponsor with a show problem on your mind, why not take advantage of WOR's invaluable experience? Our number is PE-6-8600, or write . . .

WOR

first with what the public wants first

AT 1440 BROADWAY, NEW YORK

MUTUAL

Three of the many "Smile-a-While" stars: Arkie, the Arkansas Woodchopper; Howard Black, fun-loving Master of Ceremonies; Jennie Lou Carson, radio's Chin-up Girl. Arkie came to the WLS audience in 1929; Howard and Jennie Lou both in 1932.

OLD FRIENDS *in Midwest America*

EARLY RISERS FIRST ENJOYED SMILE-A-WHILE IN 1929.

STARTING the day with a smile is a long-established habit with WLS entertainers and listeners. In March, 1929, we began "Smile-a-While", with WLS National Barn Dance stars gathering to sing, play, and laugh.

The sixteen smiling years since then are packed with human stories: a South Bend doctor who devised an alarm clock-radio attachment to let "Smile-a-While" wake him up; 10,982 people in 40 states and Canada, sending in funny stories with only a clock as a possible reward. With music and fun, "Smile-a-While" (5 to 6 a. m.) presents a news-cast and the complete daily report for our four states direct from the Government Weather Bureau.

"Smile-a-While" is an *Old Friend* to our million-letter-a-year audience. So are the WLS National Barn Dance and Dinnerbell (both since 1924); WLS Feature Foods since 1935; Little Brown Church, which began in 1925. These programs "drop in" familiarly and are welcomed into Midwest American homes as *old friends* always are. They have the *confidence* of the listeners—confidence brings *response*—and to you, this means WLS GETS RESULTS!

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

WCBM

of

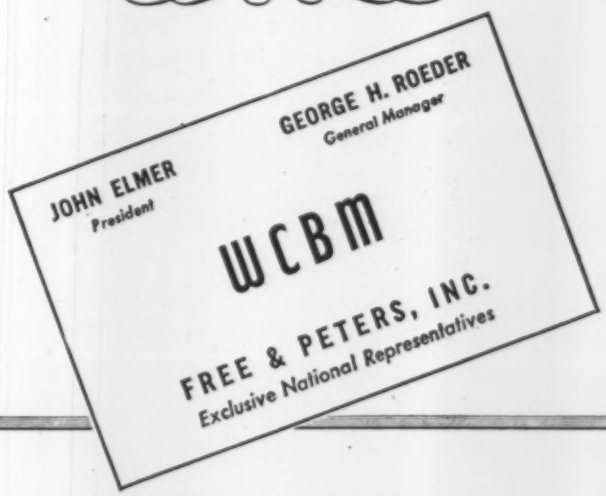
Baltimore, Maryland

announces with Pride and Pleasure

its affiliation with

THE MUTUAL BROADCASTING SYSTEM

June 15, 1945



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BROADCASTING... at deadline

Closed Circuit

IF SOMETHING MORE than Wall Street rumor is reckoned with, sale of control of Crosley Corp. (now including WLW and subsidiaries) will be consummated within week or 10 days. Here's lineup: Powel Crosley Jr. would sell his controlling interest (better than 51%, with family holding nearer 70%) to Aviation Corp. (Consolidated-Vultee holding company; substantial stockholder in American Airlines and other aviation interests) for roughly $20,000,000. Price for all stock would be about $30,000,000. Original deal excluded WLW but now is for whole works, even including Crosley-contracted acquisition of WINS New York (awaiting FCC hearing and approval). Victor Emanuel is Aviation Corp. president and interested in home refrigeration field, in which Crosley is active. Crosley last year grossed about $100,000,000, with broadcast operations (WLW) better than $4,000,000.

A. N. STEELE, vice-president of D'Arcy Adv. Co. in charge of Coca-Cola account, shortly will become vice-president of Coca-Cola Co. He'll probably serve as chief assistant to head man R. W. Woodruff.

RECURRING reports Justice James F. Byrnes might be persuaded to head NAB went aglimmering again last week. Former "Assistant President" won't be available because President Truman wants him for top war assignment. NAB Presidential Selection Committee meets this week in Washington under new chairman, Comdr. T. A. M. Craven, to discuss search for successor to J. Harold Ryan, who leaves July 1.

IT'S AN EVEN BET clear-channel hearings scheduled to get under way Sept. 5 will be postponed again. Inter-American Radio Conference at Rio scheduled to start Sept. 3 may require presence of several FCC members nd top members of its engineering staff.

RADIO Manufacturers Assn. may reveal plans to award NAB symbolic statue commemorating broadcasting's 25th anniversary when NAB Public Relations Committee meets June 18-19 at Hotel Roosevelt in New York. Statue likely would be presented at big dinner. Smaller copies for local ceremonies considered. Topics listed on formal agenda include distribution of book *Management in the Public Interest*, proposed Academy of Radio Arts & Sciences, report on listener activity and discussion of public acceptance of radio.

COL. ALBERT L. WARNER, chief of the Army's War Intelligence Division, former CBS news analyst and head of the CBS Washington news department, plans on inactive status by the end of the summer. He probably will return to CBS.

WHEN GEN. EISENHOWER addresses the joint session of Congress next Monday, chances are there will be only five mikes in evidence—two for network pickups, two for the movies

(*Continued on page 86*)

Upcoming

June 11: Restricted annual meeting Advertising Federation of America, Commodore Hotel, New York.

June 12: NAB Presidential Selection Committee, Washington.

June 13-14: Radio Manufacturers Assn. Board meeting, Stevens Hotel, Chicago.

June 18-19: NAB Public Relations Executive Committee, Hotel Roosevelt, New York.

Bulletins

WAR DEPT. turned down Senator Edwin C. Johnson (D-Col.) when he took up protest of Denver stations based on refusal to let Gen. Patton go on air during stop there en route to Los Angeles home. General said he wouldn't talk until he reached home town. Denver stations pointed to Boston pickup of Patton but were told that didn't count because broadcast couldn't be heard in Los Angeles. (See story on page 18.)

OKLAHOMA Natural Gas Co., Tulsa, won educational radio award at annual meeting of Public Utilities Adv. Assn. in Chicago June 5-6, for its *Woman Commandos* on WKY Oklahoma City. Honorable mention to Central Ill. Light Co., Peoria, for *Town Crier* on WMBD Peoria. Entertainment award went to Puget Sound Power & Light Co., Seattle, and Southern Gas Co., Los Angeles, with stations not mentioned.

AUSTIN ENDORSES WILLS FOR CASE FCC POST

WHETHER former Governor Norman S. Case will be reappointed to the FCC for another seven-year term, or whether the job will go to former Republican Gov. William H. Wills of Vermont appeared to hang in the balance at the White House last week. Gov. Wills, whose background is political and whose term expired only last January, has the endorsement of Sen. Austin, brother Vermont Republican and member of the Senate Interstate Commerce Committee. Gov. Case, on the other hand, is understood to have the backing of Sen. White (R-Me.), minority leader, and other party leaders.

An old-line Republican, Gov. Case has served on the FCC since its creation in 1934 and consistently has been in the minority in opposition to New Deal reforms. His term expires June 30. With President Truman leaving for Coast any day, the nomination may go to the Senate momentarily. Gov. Wills last Friday was in Washington with Sen. Austin, who said he had endorsed his friend's appointment but that there was nothing he could say about it because nothing had developed. Gov. Wills, 62, a former dry goods clerk, is head of his own insurance agency and has been in State politics since 1929. He was Lieutenant Governor from 1937 to 1939 and became Governor in 1941. His home is in Bennington.

Business Briefly

ANTHONY BOOK SPOTS ● Success Publications, Chicago, is buying station breaks following the John J. Anthony program on all available Mutual stations to plug the book *Mr. Anthony Solves Your Personal Problems*. Station list, incomplete, so far includes KFIO KLUF KROS KVEC WBCC WBTA WJPA WLOL WPAY WIP KGCU WDEV KFNF. Agency, Bozell & Jacobs, Chicago.

'SMOKE DREAMS' ON BLUE ● H. Fendrich Inc., Evansville, Ind. (La Fendrich, Charles Denby cigars), on Sept. 2 starts *Smoke Dreams* on 25 midwest American-Blue stations Sundays, 2-2:30 p.m. EWT on 52-week contract. Fendrich sponsored the program for several seasons on WLW Cincinnati. Agency, Ruthrauff & Ryan.

ASTHMADOR ON KEYSTONE ● R. Schiffman Co., Los Angeles, has signed for thrice-weekly transcribed spots on 75 stations of Keystone Broadcasting System for Asthmador powder, cigarettes and pipe mixture. It's firm's first radio venture. Agency, Philip J. Meany Co., Los Angeles.

DEPARTMENT STORE AIDS ● Maurice L. Rothschild, Chicago department store, on June 11 was to begin sponsorship for 52 weeks of *Voice of the Veteran* as aid to servicemen on WJJD Chicago, 5:30-5:45 p.m. CWT five-weekly. Agency, Sydney S. Lovitt, Chicago.

DIAPERWHITE ADDS 15 ● Through its newly appointed agency, Victor Van der Linde Inc., New York, Diaperwhite Inc., New York, is expanding its spot campaign for Diaperwhite, a detergent, with addition of 15 stations, bringing total to about 25.

GROVE ON KEYSTONE ● Grove Labs., St. Louis, for Chill Tonic has purchased three quarter-hours weekly on Keystone Network for indefinite period, starting June 11, with hill-billy talent. Agency, Russel M. Seeds Co.

BIBLE LEAGUE SERIES ● John Meredith, commentator, is sponsored for 52 weeks, effective June 10, by Family Bible League, Chicago, on WAIT WMIN KVOX KABR KLPM WATW WHDF KGDE KOVC KGCU KDLR WJMS. Agency, Sidney S. Lovitt Adv., Chicago.

BARR APPOINTS MEYERHOFF ● G. Barr & Co., Chicago (Balm Barr Hand Cream), has appointed Arthur Meyerhoff & Co., Chicago, to handle advertising. Radio being lined up for fall campaign.

APPOINTS WESTERN ADV. ● Allied Mills Inc., Fort Wayne, Ind. (poultry and livestock feeds), has appointed Western Adv. agency, Chicago, effective July 1 to handle campaign including radio.

STANDARD OIL SPOTS ● Standard Oil Co. of Indiana on July 30 begins one-minute transcribed farm announcements on 90 stations. Agency, McCann-Erickson.

Since 1935, WCMI has carefully blanketed a growing, concentrated industrial market (Ashland, Kentucky; Huntington, West Virginia; Ironton, Ohio) with *planned local programs.* Tri-State listeners know this, like it, listen to WCMI.

June 15th, WCMI joins CBS... offering radio's *finest network programs* to WCMI's carefully-built audience. This is an enormously effective selling combination for advertisers: a large, loyal audience built with planned local programs and buttressed by the best in network radio.

Studios maintained at Huntington, W. Va. Joseph B. Matthews, Mgr. Represented Nationally by the John E. Pearson Company

WCMI
A NUNN STATION
Ashland, Kentucky

NUNN STATIONS: WCMI Ashland, Ky.-Huntington, W. Va. WLAP Lexington, Ky. WBIR Knoxville, Tenn. KFDA Amarillo, Tex. Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn

NATIONAL BISCUIT CO.

Five 15-Minute News periods per Week . . . Now in Sixth year . . . McCann - Erickson, New York.

PHILIPS DEPT. STORE

Six 15-Minute Musical Clock periods per week . . . . . Now in Fourth Year.

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS 1290 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Dorothy Young

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250 Park Ave., Zone 17, *PL*aza 5-8355

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

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Frank A. Browne, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Zone 28, *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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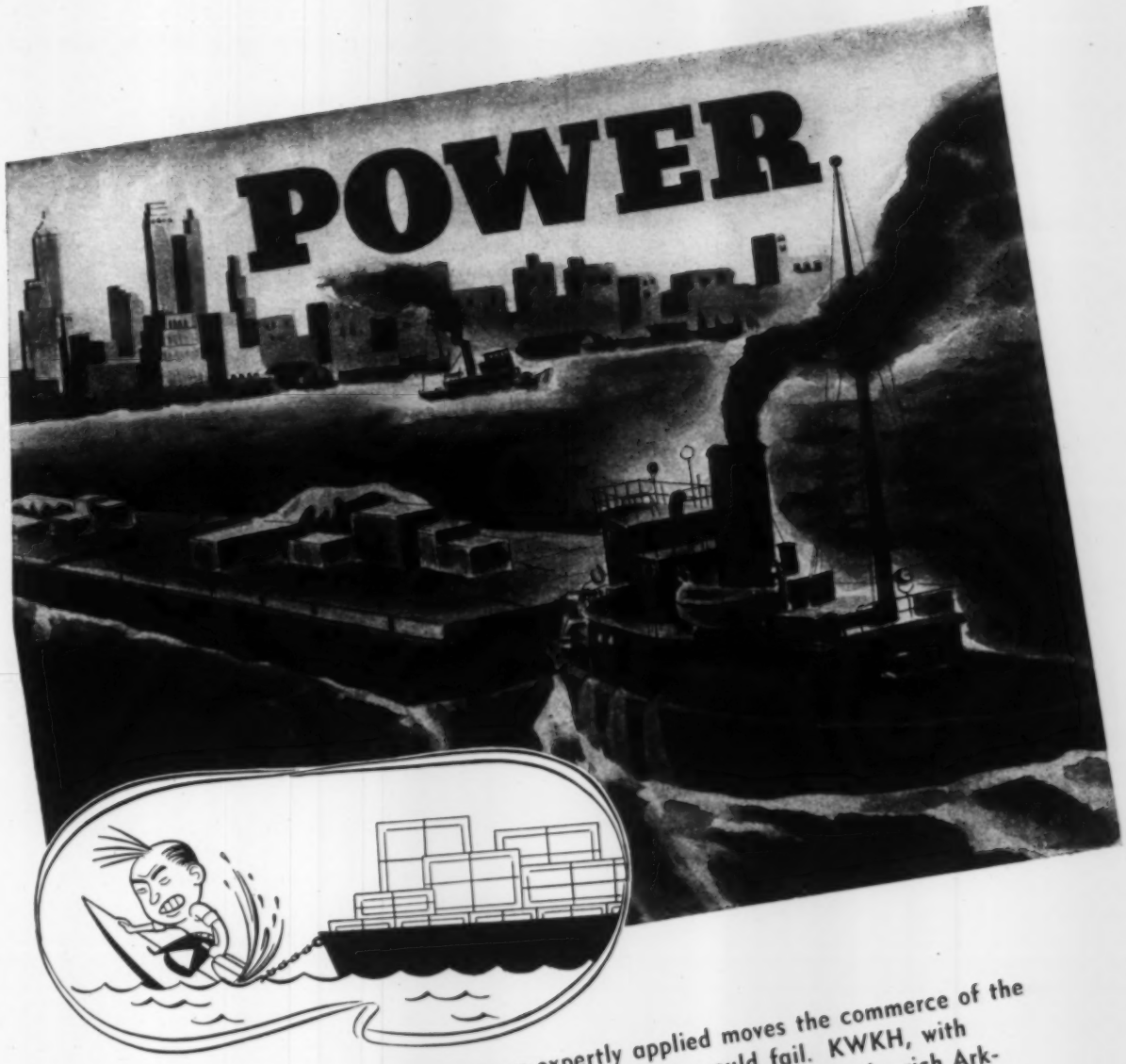


Super-power expertly applied moves the commerce of the world where anything less would fail. KWKH, with 50,000 watts of power applied directly to the rich Ark-La-Tex area can tap the buying power of this ready market as no other station can. Specify KWKH!

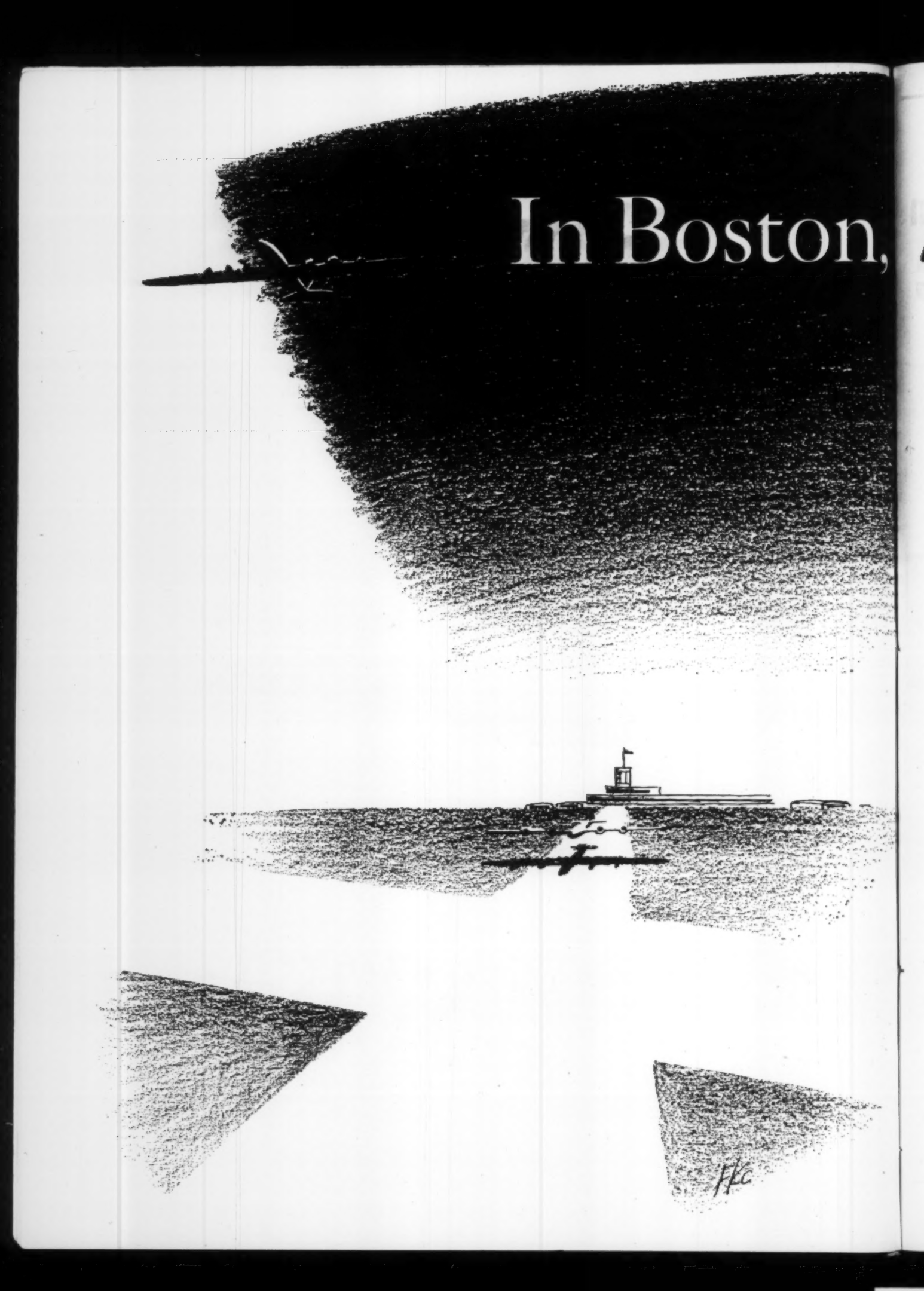
KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.


In Boston,

the sky's the limit...

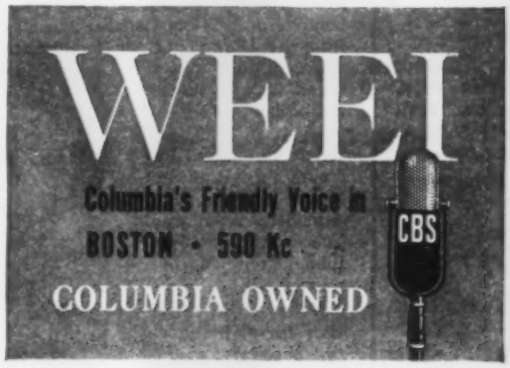
RISING from the blue and yellow clay of Boston Harbor, the Logan International Airport is not only Boston's bid for new renown as "Hub of the Air Universe", but also a cornerstone of the greater security and prosperity that will brighten New England's post-war future.

Millions and millions of tons are being dredged from the underwater floor of Boston Harbor—a center of world commerce since ships wore sails—and spread across the face of this 3,100-acre airport. Its runways, some of them 10,000 feet long, reach out in welcome to tomorrow's European flights bearing hundred-thousands of passengers and billions in air cargo. The deepened waterways from which the hard clay is being scooped will provide one of the greatest ports on the Atlantic seaboard for ocean-going ships.

Far from a figment of blueprints, Logan International Airport already accommodates more than 100 commercial flights each day. Thus far, $10,000,000 has been spent on paved runways and buildings. The New York *Times*, calling the air route between New York and Boston the busiest in the world today, editorially sees the port of Boston as a leader in the swift post-war development of world air commerce.

This progress means much to us. Not only does it inspire the expansion of New England's present industries, but attracts others that will join and grow with us. It creates new jobs, new customers, new buying power, a greater and wealthier market.

WEEI is understandably excited over Boston's plans as an international air terminus, and applauds the community forcefulness now making them into reality. We, too, have raised our friendly voice to help demand—and keep demanding—this brighter future for New England. It's the biggest local parade in which we have ever been privileged to carry a banner. But the popularity and acceptance WEEI has achieved during our two decades of broadcasting make us that much more fitted to carry it proudly and well.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

They Sent Their Messages Up in Smoke

. . . and trusted to luck they'd be effective.

But when you want to put a "sure-fire" message across—right where it will do the most good, then use

Radio Station

WFLA

serving the Tampa-St. Petersburg area.

Workers at Tampa's largest shipyard will continue to produce for war well into 1946. Added to this huge payroll are the incomes of thousands of farmers, citrus growers, Army personnel, canners, cigar makers. All are just a part of the large audience which gives this densely-populated area the greatest buying power of its history.

To blanket this "bigger slice of Florida" effectively, today and tomorrow, spot your product over WFLA, the most-listened-to station in the Tampa-St. Petersburg area.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

Feature of the Week

THE MAN who has put more Presidential speeches on the air than any other engineer—Clyde M. Hunt, chief engineer of WTOP Washington—also is the only man who knows about three Presidential broadcasts that almost didn't go on the air.

Reminiscing about his role in the 25 years of broadcasting, Clyde recalls the time a decade ago when President Roosevelt almost lost his air assurance. With five minutes to go for a fireside chat from the White House diplomatic reception room, the Chief Executive silently but obviously suffered agonies as Clyde calmly took apart his old Western Electric amplifier.

"Tubes were microphonic," he explained.

But he got it together with loads of time to spare—20 seconds.

"I knew what I could do, so I did it," he broke in, as Gladys Hall, secretary to Earl S. Gammons, CBS Washington director, tried to add details Clyde refused to unfold. It's one of her favorite stories.

"The one that scared the hell out of me," says Clyde, happened at Chautauqua Institution in western New York State.

"I had to feed President Roosevelt's speech to all networks. I wised up to some tricks in following him on trips. I had to lug around the whole outfit, including the speaking stand. It weighed 700 pounds. So I would leave the spare amplifier on the train.

"I set up in the Chautauqua ampitheatre an hour or so before the broadcast, but the amplifier wouldn't work. The train was on a siding miles away.

"Nothing I tried did any good. I rounded up a lot of telephone equipment but couldn't rig an amplifier from their parts.

"I tore the thing to pieces again, as tempus fugited. There under a molded socket was a little broken spring. I fixed it just in time."

That incident reminded him of the time President Roosevelt broadcast his famous "stab in the back" speech in 1940 when Italy entered the war on Germany's side. Shortly before the outdoor ceremony was to open at the University of Virginia it started raining cats and dogs. Clyde got hold of a truck and headed for the building where the ceremony was transferred. Thousands of confused persons jammed the road, not knowing where the event was to take place. They mulled around, blocking traffic.

Clyde had a bad hour, but when the President started his speech, the world heard his words—although there was some feedback from the PA system.

In 17 years of Presidential broadcasts Clyde has never lost a word.

Sellers of Sales

GENTLE and gracious are perhaps the best two adjectives to describe Mrs. Edna Cathcart, who, as head of time-buying at J. M. Mathes Inc., in New York, is responsible for radio advertising of major national accounts ranging all the way from cough drops to textiles.

Known among her associates in the trade for her friendliness and personality, Mrs. Cathcart went into the advertising business just to see what it was like—and then stayed with it. In 1933, she went to work for Young & Rubicam in the station relations department and after four years joined the Mathes agency.

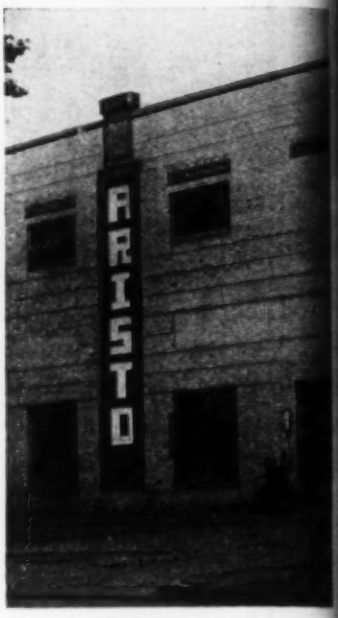
EDNA

Today she buys time for eight agency accounts: Ludden's Inc., now using spot radio in 80 markets; Pan-American Coffee Bureau, New York, participating in home economics type programs; International Salt Co., Scranton, using spots and participations for Sterling Salt; Pure Food Co., Mamaroneck, N. Y., using participations for Herb-Ox bouillon cubes; Burlington Mills Corp., New York, participations in home economics programs for its quality fabrics, Bur-Mil; American Express Co., New York, which sells its Travelers Cheques with five-minute transcribed programs in three markets and with Quincy Howe in New York; Peter Doelger Brewing Corp., Harrison, N. J., now using spots on WAAT Newark and participations on WOR New York for P.D.Q., Blacow, a chocolate-flavored syrup; and Canada Dry Ginger Ale, New York, using programs, chain breaks, minute announcements, and women's service programs throughout the country.

On July 14, Mathes agency takes over the account of Raytheon Manufacturing Co., Newton, Mass., which is currently running *Meet Your Navy* on the Blue, 7:30-8 p.m.

Mrs. Cathcart, who says she has little time for hobbies aside from her work and her young daughter, Carol, lives in Fleetwood, N. Y.

600 shows on WWDC



The "Aristo Theatre of the Air" is a business-builder for the 70 Aristo Dry-Cleaning stores in metropolitan Washington, and those in adjoining Virginia and Maryland counties.

This show has been heard for 25 minutes—5 times a week—for the past two years over WWDC.

Here again is the local merchant picking the station that pays off in producing sales results.

What's your problem in Washington, D.C.?

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

HO HUM... WE DO IT EVERY DAY.....

NO, we don't balance eggs, but we do a daily balancing job much more important. We balance radio programs to win and hold the two great metropolitan New York markets that listen to WOV. And as the result of giving listeners the kind of programs they want to hear, WOV enjoys a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10.00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

This is the kind of letter we like to receive

State of Connecticut
HIGHWAY SAFETY COMMISSION
STATE OFFICE BUILDING, HARTFORD, 4, CONN.

April 26, 1945

Mr. Paul W. Morency
General Manager
Radio Station WTIC
26 Grove Street
Hartford, Connecticut

Dear Mr. Morency:

Last year (1944) for the seventh time in eight annual Traffic Safety Contests, Connecticut won honor; gaining the National Award as well as the Eastern Division Award. Such consistent success can only be based on a sound program.

One of the prime essentials of any State Safety Program is effective Public Safety Education. Connecticut has achieved high standing in this phase because of the generous, consistent and effective publicity given accident prevention by radio; and, in the forefront of these cooperative broadcasters stands WTIC.

Over the years, WTIC has ever been ready to provide time for Public Safety Education. We esteem highly the contribution your station has made to the State Safety Program. Because of it we are steadily increasing public safety consciousness.

Sincerely yours,
William M. Greene
Director

WMG/led

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

WSAI

Cincinnati –
City of Culture and Commerce

"You know, F & P were right about ice-box sales in Alaska!"

● We wouldn't tell you they needed furnaces you-know-where, Thistlewaite — but if we *should*, we could back it up!

It just happens that our main goal is *repeat* business, and that doesn't come from furnishing wrong tips. When an F&P Colonel makes a recommendation, he knows it must produce results—or else! In our business, careful research is the *only* prelude to a successful campaign; snap judgements and glad-handing salesmanship won't do.

But the best way to tell a national spot advertiser why F&P's business is largely "repeat" is to give him a *demonstration* of our methods. How about it?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
W.S	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **DETROIT:** *645 Griswold St.* Cadillac 1880 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 25 WASHINGTON, D. C., JUNE 11, 1945 $5.00 A YEAR—15c A COPY

WPB to Lift Construction Bans on V-J Day

Demands Multiply For Immediate FM Action

DISCLOSURE that the War Production Board will lift all construction controls on V-J Day, even if the Japs capitulate in the near future, resulted last week in an industrywide move to urge the FCC to immediately adopt Allocations Alternate No. 1 affecting FM and television.

Developments in the highly-controversial allocation of FM and the first six channels of 6-mc television were these:

WPB Chairman J. A. Krug told the House Appropriations Committee that war controls will be lifted on V-J Day and that there will be sufficient materials to meet peacetime demands.

Cutback Survey

On Tuesday he ordered Executive Officer J. D. Small to conduct a survey of cutbacks to determine whether further civilian manufacture can be permitted in light of unexpected Army cutbacks.

Chairmen of Panels 2, 5 and 6 of the Radio Technical Planning Board, meeting in New York, adopted a resolution asking Panel 2 to poll its members on urging adoption of Alternate 1 following the stand of the Television Broadcasters Assn. and FM Broadcasters Inc., calling for immediate allocation under the alternate [BROADCASTING, June 4].

Eleven pioneer manufacturers of FM receivers, all Armstrong licensees, meeting in New York on Wednesday telegraphed the Commission, endorsing the position of TBA and FMBI.

No formal comment was forthcoming at the FCC following the concerted move to bring about immedite allocations, but reports were the Commission would take it up immediately on the return of Chairman Paul A. Porter from Europe.

Chairman Krug's assurances that controls will be lifted on V-J Day and that there will be sufficient materials to meet peacetime demands, made on May 7, were revealed last week when the Appropriations Committee reported out the War Agencies Appropriations Bill [BROADCASTING, June 4].

"In terms of administering war controls, I think practically all of this can terminate on the day of victory over the Japs," said Mr. Krug under cross-examination by Rep. Cannon (D-Mo.), Committee chairman. "From what we can see now, the instant military production is cut back after the Japanese war there will be an adequate supply of everything for our peacetime economy . . . including steel and forestry products."

Civilian Radio

Following Mr. Krug's statement to Congress, made a month ago, it developed that already certain cutbacks in aviation may make available some civilian radio production.

Meanwhile the FCC is going ahead with engineering tests in the spectrum from 44-100 mc to determine, if possible, the best location for FM as a public service. Three alternatives have been proposed—50-68 mc, 60-78 mc, 84-102 mc.

George P. Adair, FCC chief engineer, announced Friday that the following frequency assignments have been made for the tests, with recordings on all frequencies to be under way by July 1: WGTR Paxton, N. J., 44.3 mc; W2XMN New York, 42.8 mc; WABD New York, 83.75 mc; Raytheon Mfg. Co., New York, 105 and 107 mc. Recordings will be made at Princeton, N. J.; Philadelphia; Laurel, Md.; Roanoke, Va.; Atlanta; Montgomery, Ala.; Detroit, Allegan, Mich.; Chicago, Iowa City and Grand Island.

Coverage measurements will be taken at Schenectady, Milwaukee, Boston and Dallas. In Milwaukee Philip Laeser, engineering director of WTMJ-WMEM, will make continuous comparative measurements on 45.5 and 91 mc.

The RTPB group adopted this resolution: "The RTPB reaffirms its previous position with respect to the allocation of frequencies for television and FM broadcasting. Of the alternatives proposed by the Commission in its report of May 25, 1945, Panel 2 believes that for all the services for which frequencies are to be allocated between 44 and 108 mc, Alternate No. 1 is the best solution and urges that it be made final at the earliest possible date."

The resolution has been mailed to all members of Panel 2 (allocations) and each has been asked to send in his vote. Attending the meeting were: Dr. W. R. G. Baker, chairman, RTPB; Dr. C. B. Jolliffe, chairman, Panel 2; C. M. Jansky Jr., and Russell David, chairman and vice-chairman of Panel 5 (FM); David Smith, chairman Panel 6 (television).

Freed Chairman

At the meeting of Armstrong licensees, Arthur Freed, vice-president and general manager of Freed Radio Corp., was named conference chairman, which adopted a resolution protesting the FCC's delay in determining the final FM allocations. Resolution pointed out that postponement of such allocations will result in "serious delay" in the conversion from military to civilian production, which will substantially reduce the potential set production and add to unemployment.

This delay also will result in discrimination in favor of the manufacturers of AM sets who can place orders for component parts now, thus tying up future deliveries of components for FM sets, the resolution stated, adding that this will have a "prejudicial effect on the expansion of FM broadcasting". The FM manufacturers declared that the prewar and wartime FM manufacturing experience "indicates that nothing will be gained by delay for further propagation tests and furthermore that the Alternative Allocation No. 1 will best serve the public interest, convenience and necessity".

Those attending the conference, and their companies, were: Arthur C. Ansley, Ansley Corp.; Harold Shevers, Espey Mfg. Co.; Mr. Freed; B. S. Trott and Maurice Raphael, Garod Radio Corp.; W. R. David, General Electric Co.; Godfrey Wetherlow, Meissner Mfg. Co.; L. C. Shapiro, Pilot Radio Corp.; Frank A. Gunther, Radio Engineering Labs.; Marvin Hobbs and J. O. Ashton, Scott Radio Labs.; W. F. Cotter, Stromberg-Carlson Co.; H. J. Wines, Zenith Radio Corp.

When the FCC issued its final allocations report above 25 mc (except the band from 44-108 mc) [BROADCASTING, May 21, 28], an-

(*Continued on page 72*)

Radio High in Postwar Appliance List

3 of 5 Families Plan Purchase of Sets, Survey Shows

(*Table of Prices Buyers Expect to Pay on Page 20*)

THREE out of five prospective buyers of home appliances plan to buy radios two years after they become available, according to a nationwide housing survey just completed by Curtis Publishing Co.

They expect to spend a median of $170 for radio-phonograph combinations and $93 for radios without phonographs.

The median prices to be paid for radios indicate prospective buyers are influenced by pending technical developments such as FM and television, the survey indicates.

Results of the survey, which covered complete interviews with families in 35 States and 118 urban centers, will be published in a few weeks.

Exactly 60.4% of prospective appliance buyers want radios with phonograph, with 60.3 desiring radios without phonographs. Heaviest demand for the former is in the over $5,000 income group, with the $1,500-$2,499 group most desirous of radios without phonographs.

Replacement Market

A brisk replacement market for radios is indicated by the survey. Median age of radio-phonograph sets to be replaced is four years, eight years in the case of plain radios. Thus, of the total expected market, 87.1% of buyers of radio-phonographs will be new customers, 12.9% replacements. On the other hand, the market for radio would consist of 91.7% replacements, 8.3% new customers.

In analyzing the market, the survey indicates that radio-phonographs, automatic washing machines, food mixers, home freezers, ironers and dishwashers have the greatest relative sales opportunity among families not now owning these appliances. Refrigerators, cooking ranges, vacuum cleaners, radios, irons and toasters offer the best replacement opportunities.

Of all families interviewed 27.8% plan to buy a new radio, 14.5% with phonograph and 14.4% without. A few will buy both types or more than one. At least one radio is owned by 95.3% of the families.

Peter Slated to Head BMB Research

NAB President Agrees To Release Him For Post

By ROBERT K. RICHARDS

PAUL PETER, director of research for the National Association of Broadcasters, will be the research director for the Broadcast Measurement Bureau, it appeared Friday as BROADCASTING went to press — although confirmation was not forthcoming.

Mr. Peter

It is known that Mr. Peter was considered for the job many months ago when the Bureau first was formed. At that time, J. Harold Ryan, president of the NAB, wanted him to remain at his Washington post.

Negotiations Lag

Recent developments, however, make his selection almost certain. It is understood that John Churchill, director of research of the Columbia Broadcasting System, was a favored candidate for the post from the outset, since the NAB was unable to release Mr. Peter.

It was believed, however, that negotiations with Mr. Churchill, who was reluctant to relinquish his position with CBS where he has served for 15 years, moved so slowly that the decision was holding back progress of the enterprise. Hugh Feltis, president of the BMB, was anxious to establish this integral section of his organization as quickly as possible.

Consequently an appeal was made to Mr. Ryan to release the NAB's research head. Mr. Ryan acquiesced.

Mr. Peter, it is believed, will proceed to his new post within a fortnight.

Mr. Peter, who is 41, was educated in Washington, D. C. public schools and at George Washington and Syracuse universities.

He served in the U. S. Signal Corps office two years as a second lieutenant during World War I. From September 1928 until June of the following year, he undertook special assignments in statistical work and office management for the General Motors Acceptance Corp. In 1929, he joined the National Broadcasting Co. He organized and headed the network's first statistical department. He remained with NBC until March 1935 when he moved over to the parent company, Radio Corp. of America. On June 1, 1936 he resigned the RCA post to become executive secretary of the Joint Committee on Radio Research. Mr. Peter joined the NAB as director of research in 1938.

Mr. Ream

Mr. Stanton

Mr. White

CBS Executive Lineup Revised; Stanton Made General Manager

Ream and White Elected Directors, Runyon Named CRC V-P; Paley Seen as Board Chairman

EXECUTIVE lineup of CBS was revised by the network board of directors at its June 4 meeting. Changes announced by Paul W. Kesten, executive vice - president, were:

Mr. Runyon

Frank Stanton, vice - president, elected to board of directors and named general manager of network.

Joseph H. Ream, vice-president and secretary, elected director.

Frank K. White, vice-president and treasurer, elected director.

Comdr. Mefford R. Runyon, vice-president and director, who has been on war leave, resigned from board to become executive vice-president of Columbia Recording Corp., CBS subsidiary [CLOSED CIRCUIT, May 28]. He was retired May 30 by the Navy.

Membership of the CBS board was increased from 12 to 14. Elevation of Mr. Stanton is viewed as confirmation of reports that Col. William S. Paley may become CBS board chairman when he returns to civilian life, probably in the fall. Mr. Kesten would become president.

The network has lacked a general

(*Continued on page 81*)

M-G-M TO ENTER RECORDING FIELD

METRO - GOLDWYN - MAYER, New York, is preparing to enter the recording field and has appointed Frank Walker, of RCA Victor Division, New York, to head the new project, beginning Aug. 1. Queried as to whether M-G-M might make radio transcriptions Mr. Walker said last week that "nothing is excluded" in the company's recording plans.

M-G-M uses recordings extensively in promotion of films on a large regular schedule of close to 100 stations. Commercials are produced in New York by Donahue & Coe and cut by various recording companies in the city. The commercials are always originals, and never made up from sound-track reels.

WCAU Branch

WCAU Philadelphia opened a branch office in Chicago June 1. under the direction of Virgil Reiter Jr. Former mid-west representative for WCAU, he was, prior to that time, publicity director of Buick Motor Car Co. and sales promotion director of Graham Paige Motors.

Mueller Uses 90% Of Budget on Radio

Sales Jump 68%; Macaroni Firm Expands Newscasts

C. F. MUELLER Co., Jersey City, devoting 90% of its advertising budget to radio, is planning fall expansion of news programs for Mueller Macaroni products. Present lineup includes 17 stations in major cities east of Mississippi in addition to local and regional networks.

According to Fred Mueller, advertising and sales promotion manager, sales have increased up to 68% in some territories where newscasts have been added. "In 90% of our sales territory," Mr. Mueller said, "we attribute our increased business to radio. There is no 'maybe" about it because we check returns through techniques devised by Duane Jones Co. We check sales before a newscast goes on the air for Mueller and after it has been on the air for a fixed period. Thus we establish our sales picture."

Mueller offered an income tax instruction book as a premium, six times each on WEAF and WABC New York, and drew 25,000 returns, each representing a Mueller sale, he added.

Mueller's first news program campaign through Duane Jones Co. began in July 1944, starting with a test on Don Goddard's WEAF New York newscast. Preliminary schedules were designed to determine whether midday time was a good sales time for macaroni and whether newscasts had "universal" appeal. With positive answers to both questions, Mueller built up its current schedule which includes 11 quarter-hours, 5 10-minute and a 5-minute program, most of them in the noon period, on WEAF WTRY WGR WARM WRNL KYW WGAR WNBF WKRC WGST WDRC KDKA WBZ-WBZA WBAL WFCI.

Drawn for BROADCASTING by Sid Hix

"He's Been Waiting for FM Allocations So He Can Build a Station!"

Platter-Turner Case Hearing June 15

Court Denies AFM Motion Asking For Delay

By JACK LEVY

WITH all parties, except the AFM, anxious to bring the year-old platter turner dispute to an early solution, the U. S. Second Circuit Court of Appeals (New York) last week agreed to hear on June 15 the petition of the National Labor Relations Board for a decree to compel NBC and Blue to bargain with NABET irrespective of Petrillo threats of reprisal.

The court denied a motion of AFM counsel for a 20-day postponement in filing its brief which, if granted, would have delayed action on the decree until fall. The motion was opposed by Alvin J. Rockwell, NLRB general counsel, and the case was admitted to the spring calendar. Judges Augustus N. Hand, Learned Hand and Jerome Frank presided.

Error Charged

In the absence of Joseph A. Padway, AFM counsel, Robert Wilson, assistant counsel, asked for the postponement. He argued that it would be inconvenient for Mr. Padway to appear before the court next week and that the union needed more time to prepare its case. However, in view of the court's ruling, he agreed to have the AFM brief ready by last weekend.

Opposition to NLRB's petition for an enforcement decree, it appeared from Mr. Wilson's plea for postponement, will be at least partly based on the contention that the New York Regional NLRB was in error in not investigating more fully a charge filed by AFM that NABET is a company-dominated union.

This charge was filed Jan. 27 under Section 10(b) of the National Labor Relations Act, just prior to the hearing held in New York before Howard Myers, NLRB examiner, on the complaint case instituted by the board charging the networks with unfair labor practice in refusing to respect its certification of NABET as bargaining agent for platter-turners [BROADCASTING, Feb. 5]. The charge was dismissed about six weeks later [BROADCASTING, March 19] and was understood to have been fully investigated.

The AFM charge accused the NBC and Blue of dominating and conspiring with NABET against the musicians, influencing the selection of officers and control of the union, and causing NABET to file an unfair practice charge against the nets with NLRB "for the purpose of making it appear that the said NABET was not dominated and formed" by the networks. The board will likely take the position that its informal investigations of such charges are not matters for the courts to decide.

It is expected that the court will issue its decision on the NLRB petition within a month after the June 15 hearing. Should a decree be granted, AFM will likely file a petition for review by the Supreme Court, which would prevent enforcement of the decree until fall. The higher court has generally refused to review the large majority of such petitions.

Reply briefs filed by NBC and Blue with the Circuit Court asked that its decision on the NLRB petition be made binding on the AFM as well as the networks and NABET, otherwise they will be faced with "wildcat" strikes which Mr. Petrillo has threatened if they sign contracts with NABET.

NBC's brief, filed by the firm of Cahill, Gordon, Zachry & Reindel, declared the network had been put in the same position in the platter turner controversy as the employer in the NLRB-Gluek Brewing Co. case in which the decision of the Eighth Circuit Court of Appeals stated: "This is another unfortunate labor jurisdictional conflict where the employer is the unwilling and unhappy battleground."

The network asserted it was "forced" to defer recognizing the NLRB certification of NABET "because of the refusal of the AFM to accept the decision of the NLRB as determinative of the issue and by AFM's insistence that it would not consider this jurisdictional question finally and effectively determined until a Circuit Court of Appeals had implemented the order of the NLRB."

The brief recalled that following the Board's certification of NABET on Nov. 24, 1944 and the commencement of contract negotiations with NABET in recognition of the NLRB action, Mr. Petrillo advised NBC that he would "continue to insist" on the jurisdiction over platter-turners. "This insistence," the brief set forth, "was more than verbal" and was accompanied by an order to members of the AFM not to participate on the Jack Benny program scheduled for Dec. 3.

"It was also made clear to NBC by Petrillo," the brief continued, "that the incident with respect to the Benny program was not a token resistance but 'was one of a series of orders that might be given on other leading shows, and ... that we (NBC) would be given a small amount of advance notice as a matter of fact, as to which show on which the orchestra would be ordered not to appear.'"

Pointing out that AFM "continued to challenge the finding of the Board" even after the order had been issued on March 31, 1945 directing the networks to bargain with NABET, the brief stated that NBC's action "has been motivated not only by a desire to avoid the economic hardship which would have resulted to it and its many other employes as the result of a series of wildcat strikes, but by its efforts to maintain its broadcasting service to the public, classified as an 'essential' wartime service."

Blue in Middle

The brief for American-Blue, filed by Franklin S. Wood, reviewed similar threats against the network if it recognized the NLRB certification of NABET and recalled the testimony of Mark Woods, president, at the hearing before Mr. Myers, when he said, "we were right in the middle" of the dispute.

Urging that the order of the Court be binding on all parties, the brief declared: ". . . if it be plain as it is here that some third party is influencing or threatening to influence the compliance of the respondent employers with the Board's order, the broad equity powers of this Court ought to be such as to encompass the whole problem and remedy the basic wrong by making its order run against the ultimate wrongdoer as well as the respondent employers who with their businesses are the unwilling holders of the stake in which the jurisdictional controversy centers."

Pointing out that the case is not the ordinary problem of an alleged unfair labor practice by an employer or a jurisdictional question based on differences of opinion between one union and an employer but a case in which there are two unions "making conflicting claims over the same job classification," the brief concludes that the network "is entirely willing to abide by the judicial determination made by this Court on the petition of NLRB herein, but unless this Court's order is binding upon the AFM the question will have been answered academically but the problem will not have been solved."

JUNE 15 NETWORK CHANGES

THIRTY-THREE stations will change or alter network affiliations June 15, second anniversary of the FCC network monopoly rules banning contracts for more than a two-year period.

Largest hookup is Mutual which will have 267 stations after June 15, now has 270. Blue will have 196, now has 193. CBS will have 153, now has 152. NBC will have 151, now has 152.

Box score of transfers (June 15 unless otherwise indicated), follows:

	Station	*To*	*From*	*Power (watts)*
WPDQ	Jacksonville	Blue	Mutual	5,000
WJHP	Jacksonville	Mutual	Blue	250
WGBS	(formerly WFTL) Miami	Blue	Mutual	10,000
WKAT	Miami	Mutual	Blue	1,000
WTMC	Ocala, Fla.	Mutual	Blue	250
WJBC	Bloomington, Ill.	Blue	Nonnetwork	250
KRNT	Des Moines	Blue	CBS	5,000
KSO	Des Moines	CBS	Blue-Mutual	5,000
KSCJ	Sioux City	CBS	Blue	5,000
WCMI	Ashland, Ky.	CBS	Mutual	250
WLAP	Lexington, Ky.	Blue	Blue-Mutual	250
WCBM	Baltimore	Mutual	Blue	250
WFBR	Baltimore	Blue	Mutual	5,000
WCOP	Boston	Blue	Nonnetwork	500
WHDH	Boston	Nonnetwork	Blue	5,000
WLAW	Lawrence, Mass.	Blue	CBS	5,000
KHMO	Hannibal, Mo.	Mutual	Blue	250
KHAS	Hastings, Neb.	Mutual (June 1)	Nonnetwork	250
KGFW	Kearney, Neb.	Mutual (June 1)	Nonnetwork	250
WFEA	Manchester, N. H.	CBS	NBC	5,000
WKRC	Cincinnati	CBS (June 1)	Mutual	5,000-1,000
WCKY	Cincinnati	Nonnetwork	CBS	50,000
WBBZ	Ponca City, Okla.	Mutual	Nonnetwork	250
WERC	Erie, Pa.	NBC	CBS	250
KQV	Pittsburgh	Mutual	Blue	1,000
WCAE	Pittsburgh	Blue	Mutual	5,000
WEEU	Reading, Pa.	Blue	NBC	1,000
WRAW	Reading, Pa.	NBC	NBC (parttime)	250
WKIX	Columbia, S. C.	CBS	Nonnetwork	250
WNAX	Yankton, S. D.	Blue	CBS	5,000
WSSV	Petersburg, Va.	Mutual (June 1)	Nonnetwork	250
WRJN	Racine, Wis.	Blue	Mutual	250
WHBL	Sheboygan, Wis.	Blue	Mutual	1,000-250

No. 2 of a Series

P&G Hears as Well as Buys Radio

Reaction Is First Factor In Timebuying By Big Account

By BILL BAILEY

PROCTER & GAMBLE Co., Cincinnati, is radio's most ardent listener as well as its No. 1 timebuyer.

That's why the company has become the nation's top sponsor, spending more than 11 million dollars annually for time alone.

Several factors must be considered in timebuying, according to William M. Ramsey, P&G radio director. Most important, however, is listener reaction. "We place ourselves in the role of enlightened buyers," explained the man who has devoted the past 15 years to studying broadcast advertising. "In other words we listen as ardently as we broadcast."

P&G Renews 6

PROCTER & GAMBLE, Cincinnati, has renewed sponsorship on NBC for 52 weeks starting July 2 of six daytime serials . . . *Road of Life*, *Joyce Jordan, M. D.*, *Right to Happiness*, all three handled by Compton Adv. Inc., *Ma Perkins*, agency, Dancer-Fitzgerald - Sample; *Woman in White*, agency, Benton & Bowles; *Pepper Young's Family*, agency, Pedlar & Ryan.

The success of P&G broadcast advertising hinges on seven requisites which might be applied to any business using radio. They are:

(1) Good Taste in Programs. P&G has a policy never to offend a single listener. Although each agency is given complete charge of its respective programs, Procter & Gamble maintains overall supervision from a policy standpoint.

(2) High Type Programs. The caliber of the show as well as the size of the rating determines the effectiveness of a particular program as a sales medium.

(3) Listening Habits. P&G knows its various audiences, their likes and dislikes. Before a new program is placed it is weighed against all possibilities of acceptance.

(4) Time of Day. A most important element in successful timebuying. A program which might sell in late afternoon may be a flop in early afternoon. Competition must be considered. Preceding and following programs are not overlooked.

(5) Don't Kill a Good Program. Tastes change from time to time. It's better to drop a good program after a long run while it's still popular than to continue it and wear out the "welcome" with customers. Conversely, give a good program time for acceptance.

(6) Don't be Afraid to Pioneer. P&G maintains an experimental fund to try out new ideas, new talent.

(7) Coordinate all Media. When P&G wants to push a certain product in a given area, extra time is acquired on local stations, other media are used. The overall campaign is dovetailed to smash home the P&G sales message.

To Bill Ramsey good taste in programs is one of the first cardinals of good broadcasting. Unlike the printed page, radio can easily offend. One wouldn't think of entering a friend's home and saying something that might offend, he pointed out.

"When one of our programs is tuned in we are, in fact, invited into the home of a friend," he explained. "We want to go back to that home again. Consequently we can't offend and expect an invitation to return."

Once Questioned

Only once did a P&G program broadcast a sequence that was questioned. That had to do with a child born out of wedlock—something that might offend the majority of the people. The script was held up while P&G executives conferred. Should it be changed? Could P&G afford to astigmatize its record of clean broadcasting?

The author explained the reason. There was a human lesson involved—a lesson learned by many young folk in real life. Finally the script was cleared. P&G held its collective breath. The experiment worked as it was intended—actually conveying a message of humanity. Not a single protest was received.

Another important factor which P&G takes into consideration is listening habit. The firm knows, for instance, that the women who buy the majority of a certain type of soap turn on their radios at a certain time of day. It knows, too, that another type of soap will appeal to an audience that listens at another time, and so on. Consequently when a certain P&G product is to be advertised, the P&G radio experts consult a maze of surveys.

Still another element is the time of day and that, of course, ties in with listening habits. It's difficult to buck stiff competition, but P&G has done it successfully. A week never passes but that the people responsible for P&G broadcasts pore over Hooper, CAB and other ratings. They don't stop there, however. In the company's own files they have their own method of checking.

When they're through they come up with a decision. Occasionally the program fails to produce the required results. In that connection Mr. Ramsey recalled P&G experience with the *Guiding Light*, which went on the air Jan. 25, 1937 for P&G Naphtha soap.

At first the program was scheduled in late afternoon. Naphtha sales didn't show improvement. The program's rating was 'way down, yet the *Guiding Light* was a "natural". Bill Ramsey and his staff studied the situation. They decided to move the program to an early afternoon spot. Almost overnight its rating jumped and P&G Naphtha sales began to increase. For five years the program remained on the air, closing on Dec. 26, 1941.

The *Guiding Light* was a good show, a popular one. There was nothing wrong with it when P&G discontinued it. Radio Director

(*Continued on page 79*)

BRONZE STAR MEDAL was awarded Lt. Col. Frank E. Pellegrin (r) prior to his return to this country, by Gen. Jacob L. Devers, Commanding General, Sixth Army Group. Col. Pellegrin arrived in Washington last week after 18 months overseas and is now assigned to Army Ground Forces public relations. Medal was awarded for meritorious achievement in France and Germany. Before entering service he was NAB Director of Broadcast Advertising.

Full Eisenhower Coverage Permitted

General's Tour to Get Large-Scale Radio Net Treatment

FULL broadcast coverage of Gen. Dwight D. Eisenhower's arrival in Washington, scheduled June 18, will be permitted. Radio will have similar opportunity to handle visits of his party to New York June 19 and to Abilene, Kan., day or two later.

Pace-setter for return of war heroes was the celebration held May 24 in Atlanta when spectacular coverage was provided for the arrival of Gen. Courtney D. Hodges.

While Army officials will not comment on definite arrangements for the Eisenhower entourage, plans drawn up by networks and stations promise complete broadcast coverage along with pooled broadcasts to be arranged later. Main criticism to date has come from a group of New York independents, based on inability to get permission to place microphones at press conferences held by high Army officials and on refusal of Army Public Relations to allow them free access to exclusive interviews.

In charge of arrangements for the New York and Abilene visits of Gen. Eisenhower are the mayors of the cities, in line with War Dept. custom.

Complicating Washington plans is the fact that District of Columbia commissioners, White House, Congress and War Dept. officials are in charge.

Accompanying Gen. Eisenhower will be his Naval aide, Capt. Harry C. Butcher, USNR, former CBS Washington vice-president. Since Capt. Butcher is detailed to the Army, he will not come under Navy Public Relations authority.

Definite plans for the Washington celebration have not yet been made, but networks likely will shoot the works. High spot is slated to be Gen. Eisenhower's speech before a joint session of Congress, tentatively set for 1 p.m. June 18, but definite approval of arrangements has not been given.

All networks last Friday revealed plans to broadcast the speech to Congress. A meeting with radio and press was to be held by the District commissioners office Monday.

Less reticent than Army officials was Mayor LaGuardia of New York, who is in charge of the city's welcome celebration. The Mayor announced Thursday that Gen. Eisenhower will be available to radio if any other news agencies are permitted interviews.

June 19 has been set aside by the Mayor as "Eisenhower Day". Plans call for a reception committee to meet the party at the airport, a parade, welcoming rally at an outdoor location in Manhattan and public dinner. Radio will be permitted to describe the day's activities from the scene, the Mayor said, and can broadcast the Eisenhower speech at the dinner should the public be invited according to schedule.

Networks and stations are setting up tentative arrangements despite lack of exact times. NBC plans complete coverage but has not specified time. CBS has not yet

(*Continued on page 78*)

U. S. MARINE CORPS PHOTO

Forest fire

"Spreads like a forest fire" is an expression most everyone knows. It's a cliche, too, to a great many.

And yet that's the quickest, easiest way to explain how radio advertisers have adopted W-I-T-H . . . the successful Baltimore independent.

They bought on facts. They continued to buy, based on sales. For W-I-T-H delivers in this, the 6th largest city, the greatest number of listeners for each dollar spent.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Time Here for Radio's Own News Wire

Worldwide Staff, Using Shortwave For Direct Copy, Visioned

By DON M. TAYLOR
News Editor, WLAC Nashville

A VETERAN newsman at 33, Don Taylor writes here of the need for radio's own news wire service. He goes beyond the bromidic "band wagon" hurrah and offers a prospectus for a worldwide radio news service. Mr. Taylor, news editor of WLAC Nashville since April 1944, got his journalistic feet wet at 13 when he began writing about radio for the Wichita Beacon. He entered radio in 1937 as news editor of KOAM Pittsburg, Kan., following a turn at freelance reporting-writing. He has served as police reporter on the Houston Press and assistant manager-news editor of INS, southwestern division, Dallas. Don was born in Carrollton, Mo., studied journalism at Wichita high school and Centre College, Danville, Ky.

NOW is the time for radio to organize its own news service.

The networks have trained more than 100 competent foreign correspondents and about as many name correspondents and commentators here at home during this war. A comparatively small percentage of these specialists will be needed for network or individual station operation after the war. But their abilities would be invaluable to a radio news service.

Greater Protection

They know how to obtain news in many fields where experience is essential. Their names are familiar to the listening public and would lend authority to news dispatches quoting the correspondent. Since they are familiar with the business of broadcasting, they could evaluate and write news properly for radio.

The use of these trained broadcasters in bureau and correspondents' posts at home and abroad would provide the radio news service subscribers with instant on-the-spot eye-witness broadcast service covering the globe. On a news story of unusual importance, the radio-trained correspondent could do more than file a news story—he could give an eye-witness description by shortwave, for both networks and individual stations using the service. In cases where direct shortwave coverage was impossible, the description might be transcribed.

The necessarily wide distribution of correspondents would blanket the United States so that remote coverage would be quickly available for any major happening, anywhere in this country. And the foreign correspondents and bureaus should be able to do almost as well abroad. It would give networks as well as individual stations far greater protection than they could afford otherwise.

Stations Could Help

The stations using the radio news service could help in providing nationwide coverage. News editors of the stations that have trained men in that capacity could become top stringmen, paid perhaps a flat base of $5-$10 a month plus one cent per word and a bonus for tips on especially hot stories. Reporters in the larger towns and editors in the smaller communities could be used to complete the list of stringmen. A little more money than paid by the present news services plus frequent contact work would definitely give better string news protection than any agency now has. (I know this can be done because I have handled the job for INS and UP as well as two different radio news bureaus I organized myself.)

The individual radio stations employing the service could expand the facilities for on-the-spot high-speed broadcast coverage of news by handling remote pickups for the entire list of subscribers in some cases.

It seems likely that at least 300 new FM and AM stations will go on the air after the war. These stations will all be good markets for a radio news wire. In addition, the present radio stations have recently witnessed some glaring and inexcusable maltreatment of news by one of the major news services. Another service has of late provided many annoying minor inaccuracies. Both the press services with radio news wires still subordinate radio to the newspaper.

The news is gathered and written first for the newspapers and then rewritten for radio, which results in delay on the radio wire. The bureau split service is inadequate, inaccurate, slow, and repetitious. I have seen the same story repeated five times in eight hours, and not an important story, either. The first thought in the key bureaus and the outlying bureaus is to serve the newspapers. And these agencies have completely missed too many good stories on the radio wire recently.

Third Service

Examples are the 500,000 increase in tire allotments, the voluntary clothing rationing plan, the final playoff game for the unofficial college basketball title, and the Snead-Nelson golf playoff. So much for the two radio wires. The third news service has good foreign and Washington coverage, but its news is frequently too awkward in construction for broadcast, and it does not have enough district coverage. Most radio executives are familiar with these shortcomings and many of them should be receptive to a new service that promised to overcome them.

An ideal name for the radio news service would be "Radio News". It would identify it with radio, in contrast with those that label themselves with the newspaper tag "press". And it would be a natural lead-in for special bulletins and introductions for correspondents. "Here is a late Radio News Bulletin; here is your Radio News Correspondent Bill Downs."

Mr. Taylor

As for expense, the best guide immediately at hand is provided by the INS cost summary for 1941. Total INS expense that first war year was listed as $2,622,744.45. That provided wire service for 338 domestic newspaper subscribers and 182 domestic radio subscribers —a total of 520. The average cost of operation was approximately $97 per subscriber weekly. That paid salaries, leased wire and teletype costs.

Expense Ratio

During 1942 INS had 272 employes in the U. S., including those in 31 domestic bureaus; 41 foreign correspondents, 6 foreign bureaus and 1,864 stringmen. The expense ratio for a comparable number of radio subscribers could be held below the $97 average, especially after the war.

Radio News could successfully begin fullscale operation with 20 domestic bureaus; fulltime correspondents in 62 American cities; 6 foreign bureaus, and fulltime correspondents in 30 other foreign cities. The key bureau, origin point for the master wire, should be in Washington. That's the world's top news spot. Quick and accurate work by a Washington bureau with a suggested staff of 40 (including business personnel), would keep well ahead of all competition.

From the mechanical standpoint, it would be advisable to have per-

(*Continued on page 83*)

Prices Radio Buyers Expect to Pay

(*See Story on Page 15*)

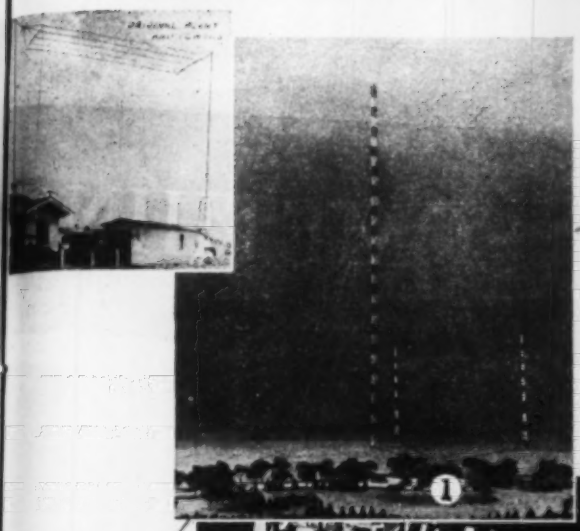
Tables showing prices prospective buyers expect to pay follow:

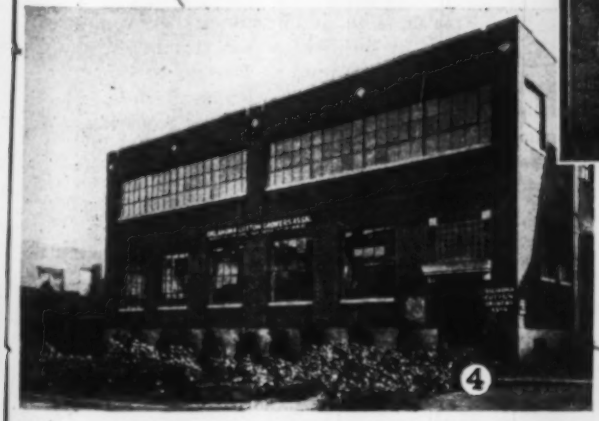
ESTIMATED EXPENDITURE FOR RADIOS WITH PHONOGRAPH
by income groups

Amount of Expenditure	Total	$5,000 & over	$3,500-$4,999	$2,500-$3,499	$1,500-$2,499	Under $1,500
	%	%	%	%	%	%
Under $50	1.1	1.0	.8	.6	1.6	2.0
$ 50-$ 99	11.9	5.2	10.8	12.0	17.5	12.0
$100-$149	14.9	9.4	16.5	18.9	12.5	18.0
$150-$199	14.6	13.5	14.9	13.8	15.0	16.0
$200-$299	16.7	17.7	18.2	18.9	14.2	12.0
$300 and over	8.6	21.9	6.6	6.9	4.2	6.0
Don't know	32.2	31.3	32.2	28.9	35.0	34.0
	100.0	100.0	100.0	100.0	100.0	100.0
Median	$170	$229	$169	$164	$153	$150

ESTIMATED EXPENDITURE FOR RADIOS WITHOUT PHONOGRAPH
by income groups

Amount of Expenditure	Total	$5,000 & over	$3,500-$4,999	$2,500-$3,499	$1,500-$2,499	Under $1,500
	%	%	%	%	%	%
Under $25	5.2	5.7	4.0	5.9	6.2	2.8
$ 25-$ 49	6.9	8.1	7.9	5.9	6.1	8.5
$ 50-$ 74	15.0	8.1	15.9	17.5	13.8	16.9
$ 75-$ 99	7.5	5.7	8.9	7.1	10.0	4.2
$100-$149	17.2	17.2	18.8	18.8	16.2	14.1
$150 and over	13.2	16.1	17.8	9.1	11.5	15.5
Don't know	35.0	39.1	26.7	35.7	36.2	38.0
	100.0	100.0	100.0	100.0	100.0	100.0
Median	$93	$107	$100	$84	$88	$92





PIONEERING
that still goes on

1. In the early twenties bulletins from the Oklahoman and Times newsroom were being aired over WKY, pointing the way to a new and dramatic method of news dissemination. Today this pioneering penchant of WKY is expressing itself in a new antenna towering 915 feet skyward over Oklahoma City.

2. Founded as a protection against a depression-enforced curtailment of rail schedules in 1931 and as insurance against interrupted delivery of the Oklahoman and Times to subscribers, Mistletoe Express Service today has no counterpart in moving every type of merchandise into every part of Oklahoma.

3. For a trade paper campaign urging advertisers to "use leading newspapers in important markets, with dominant space weekly or oftener, in 13-week cycles" the Oklahoman and Times earned the Annual Advertising Award in 1939. A greater reward for this pioneering came in 1945 with the announcement by the H. J. Heinz Company of an advertising program patterned after this precept.

4. Bringing to Oklahoma farmers cooperative marketing plans for cotton, wheat, broomcorn and livestock, Farmer-Stockman editors have done far more than edit a farm paper. Theirs has been a life of pathfinding, of pioneering. Theirs has been a policy of teaching, not by telling how to do it but by showing how the other fellow did it.

OKLAHOMAN & TIMES ★ MISTLETOE EXPRESS ★ WKY ★ FARMER STOCKMAN ★

The pioneering spirit which converted an unbroken prairie of buffalo grass into a spotlighted metropolitan market in fifty-six years has been the inspiration for the four greatest merchandising forces in the Southwest. These factors, like the market they serve, started from scratch. They snowballed to peak power as the greatest newspapers, the most influential farm journal, the most listened-to radio station and the most dependable express service in their respective service areas because they are only content to do an extraordinary job in an extraordinary way.

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

ON JUNE 15th SOMETHING W

Born during and matured by our nation's greatest struggle, America's youngest network has evolved a new concept of radio.

ON June 15th, the Blue Network will become the American Broadcasting Company. To live up to this name is a big order, but we think our short history proves we are up to the task.

During January of 1942, with the world at war, a group of experienced business and radio executives—men who had new ideas about the role of radio in a democracy—began to operate the Blue Network as an *independent* network.

During the next three years, whole nations were engulfed and enslaved. Freedom of speech was denied millions. During these three years, radio assumed mounting responsibilities to 130,000,000 American people—and this new network learned to take the momentous in its stride.

Never did so many need to know so much

Out of its tumultuous existence, the Blue Network formulated a new concept of public service in radio: a daring new version of "freedom on the air." We picked newsmen and commentators with experience and a sense of responsibility—and then let them express their *own* opinions. We review their scripts only for good taste and for competent news authority—*not for censorship;* because we believe that no man is wise enough to know what the public should, or should not, hear. We trust the American people. Experience has proved that, given the facts, they will make sound decisions.

Entertaining a Nation

Radio serves a great function by bringing relaxation and entertainment into the homes of our people. We, therefore, have an obligation to bring to them good entertainment—the best possible.

During the past season, listeners to this network have regularly heard

Ethel Barrymore · Charlotte Greenwood · Guy Lombardo · Quiz Kids Lum 'n Abner · Walter Winchell Andrews Sisters · Drew Pearson Captain Midnight · Arlene Francis Alan Young · Earl Godwin William Bendix · Darts for Dough Jack Armstrong · Terry and the Pirates · Dick Tracy

Also presented were such outstanding programs as the *Metropolitan Opera*, *America's Town Meeting*, the *March of Time*, and the *Boston Symphony*. The first organized broadcast of the famous Herald-Tribune Forum, and conferences on international security organized by Sumner Welles and Orson Welles, were some of the special features. Regular programs were created by and for labor, management, the Army Air Force, and the Navy.

A Young Network Comes of Age

Growth came fast to this youngest of America's networks. As a result, the network that started in 1942 with 116 stations now has 196 stations coast to coast. Over 22,000,000 homes in America can tune in to the programs that originate on this network, and if you add together the audiences of our various shows over a period of a week, the total is 475 million people. People to whom radio listening is a vital part of their lives. This is the dimension of our opportunity and responsibility.

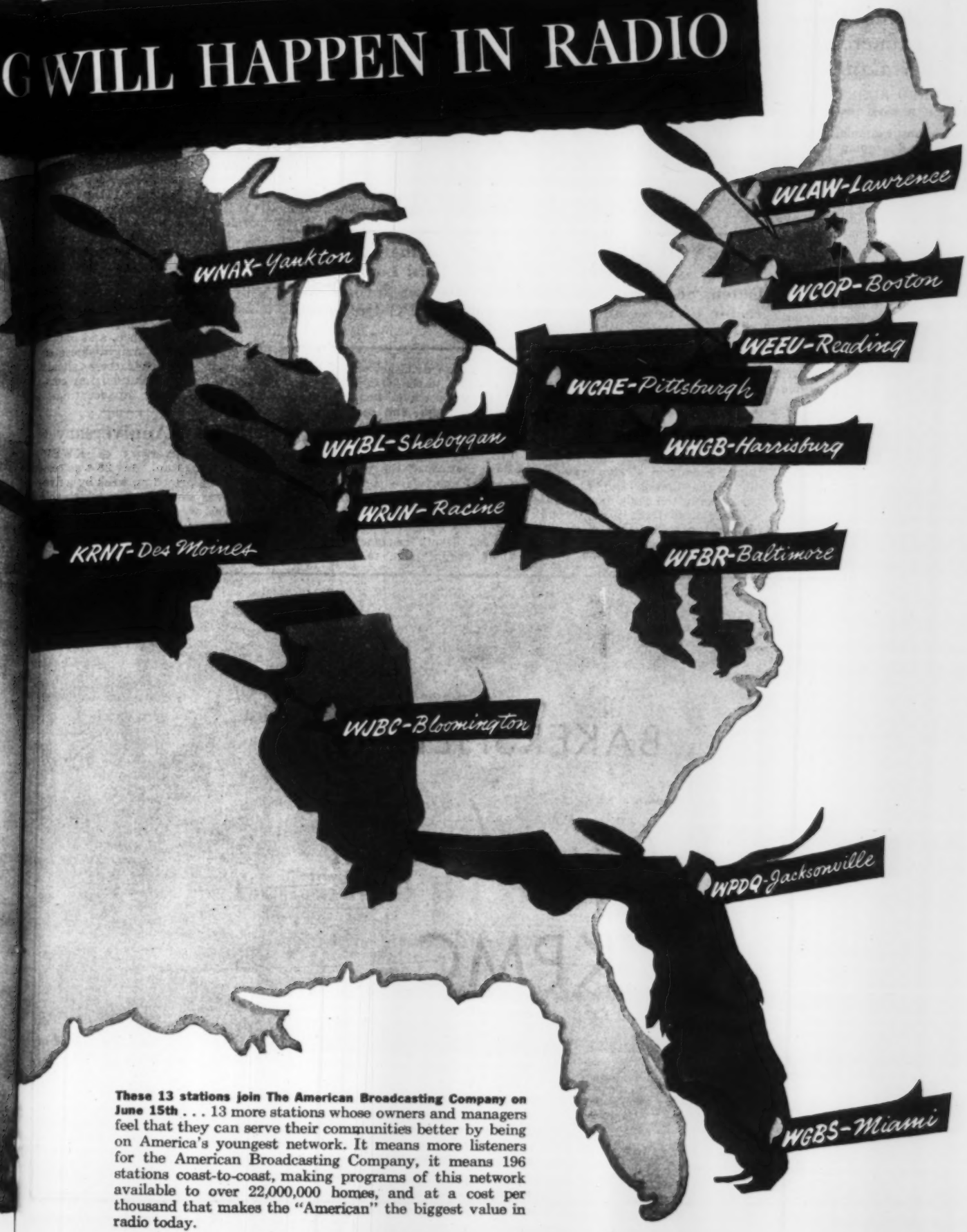
A Pledge to Tomorrow

The challenging years ahead will, we feel, bring new significance to our ideas which have already served the country. So we rededicate ourselves and all our facilities to the constant alerting of the minds of our people . . . to finding and presenting new shows and stars of tomorrow. For only by giving America all the unbiased facts, and by giving them the best in the field of entertainment, can we continue to live up to the great responsibilities which are those of a radio network serving a great nation.

American Broadcasting Company

★ Tune in your American Broadcasting Company station for a special full hour program. Friday, June 15th, 10 P.M., EWT.

G WILL HAPPEN IN RADIO



These 13 stations join The American Broadcasting Company on June 15th . . . 13 more stations whose owners and managers feel that they can serve their communities better by being on America's youngest network. It means more listeners for the American Broadcasting Company, it means 196 stations coast-to-coast, making programs of this network available to over 22,000,000 homes, and at a cost per thousand that makes the "American" the biggest value in radio today.

Good Future for Shortwave is Seen

Way Is Being Paved For Commercial Undertaking

By FRED HENRY
Ensign, U. S. Naval Reserve

IF INDIA is any example, American broadcasting is going to play a tremendous postwar role in the international radio field.

The surface has not even been scratched in the possibilities for commercial shortwave, but the way is being prepared, perhaps unconsciously.

The above two facts, definitely interlocking, are mainly the result of extensive release overseas of American radio programs. Foreign audiences have become educated to American broadcasting for the first time. Frankly they are crazy about it, and they don't intend to do without it after the war. And if the areas in which they live revert to the pre-war functioning, these people will search the dials for America's stations. Therein lies the opportunity for U. S. commercial shortwave.

Prefer U. S. Radio

Prior to January 1944, the only radio reaching the India and Burma area was the BBC and the local All India Radio, usually relaying BBC. By the first of February 1944, the combined British-American radio section of Lord Mountbatten's Southeast Asia Command had started broadcasting two hours a day, using a 7.5-kw shortwave transmitter covering all of India and Burma. For the first time American personnel in the area received U. S. sport news, home news, Bob Hope, Jack Benny, the *Telephone Hour*, etc. British programs were included in this "combined operation", but a survey of British forces soon revealed 97% listing American "variety programs" as their number one choice. The broadcasting was for the armed forces, but it was actually "party-line", with of course many more persons than merely the armed forces personnel listening.

Much of the credit for the continued expansion of shortwave radio to the British and American personnel in the early days of 1944 is due Mountbatten. It was through his constant effort that more time was continually obtained. In March 1944 Mountbatten was in Burma and struck his eye on a bamboo pole. He was hospitalized for several days, and there obtained a real opportunity to hear the radio reaching the front areas. He saw at first hand its value, and soon the time schedule was expanded to ten hours a day, on a 100-kw shortwave station.

By the spring of 1944 the advent of the first Armed Forces Radio Service stations into the theater started what might be termed the eventual complete American radio occupation of the air-lanes. And the average Britisher certainly did not object to the change.

When you travel through a country like India, and see the great majority of internationally advertised products on the store shelves, even in wartime, one obtains a clear picture of the postwar commercial shortwave possibilities.

For example, one of the most popular programs in India is the *Radio Theater*. Some local newspapers devote as much space on their drama page to the weekly *Radio Theater* plays as they do their own local motion pictures. A soap on every store shelf is Lux. Certainly *Radio Theater*, which has become a favorite among the citizens in India, if sent in by shortwave after the war will maintain its popular position . . . and will sell Lux.

Through the war, the entire English-speaking world has been made radio conscious. We have taken tremendous strides forward. U. S. broadcasting dominates radio throughout the world. Denatured programs, the best output of the four major networks, are being sent to all corners of the globe. This is a wartime function for the morale of the armed forces overseas, but all English-speaking peoples have been attracted. In the postwar days this operation will, no doubt, be continually curtailed, until it eventually ends completely.

But American radio has scored its advantage, it has proven itself . . . it has its audience, and only a shocking lack of farsightedness on the part of broadcasters should keep it from revolutionizing commercial shortwave broadcasting.

ENSIGN HENRY recently returned to the U. S. after serving as Radio Officer on staff of Lord Louis Mountbatten, Southeast Asia Command. He was formerly director of news and special events, KMPC Hollywood, and network news broadcaster.

KWBW Anniversary

TENTH anniversary of KWBW Hutchinson, Kan., May 28 was celebrated the preceding week by a five-hour War Bond auction which sold $368,850 worth of bonds. Prizes valued at $3,000 were donated by local merchants. The NBC affiliate operates with 250 w, 1450 kc.

BAKERSFIELD

Going American

KPMC

Baltimore's Big Home Town Station

On June 15th ★ A Member of

The American Broadcasting Company

The Blue Network

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO

WFBR

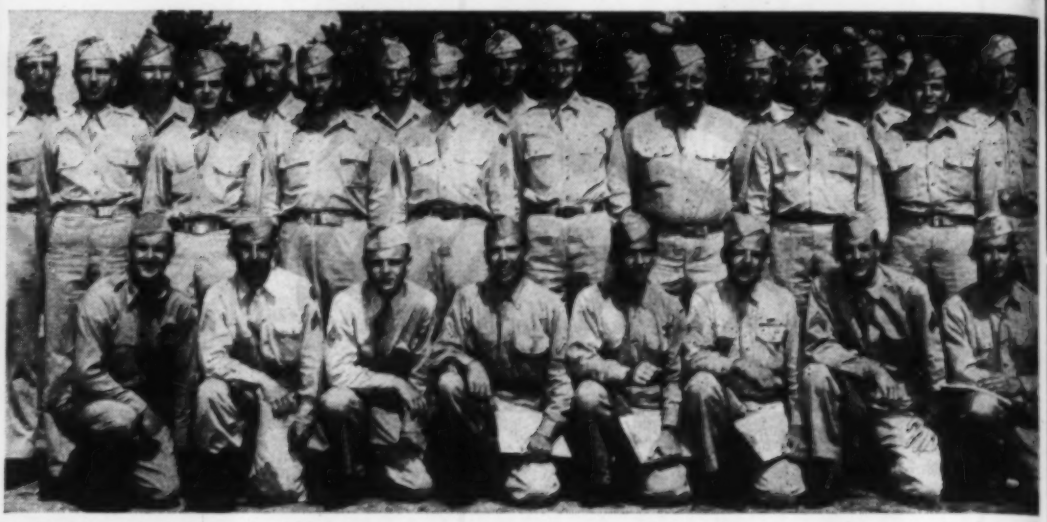
SHORTWAVE SERIES STARTED BY NAVY

TOPRANKING Naval and civilian officials are scheduled for a new Navy shortwave series which began June 5, beamed to ships and stations throughout the world through facilities of the Armed Forces Radio Service. Titled *The Navy Reporter*, programs are built around questions sent in by Navy, Marine and Coast Guard personnel, and answered by high-ranking officers and civilian experts.

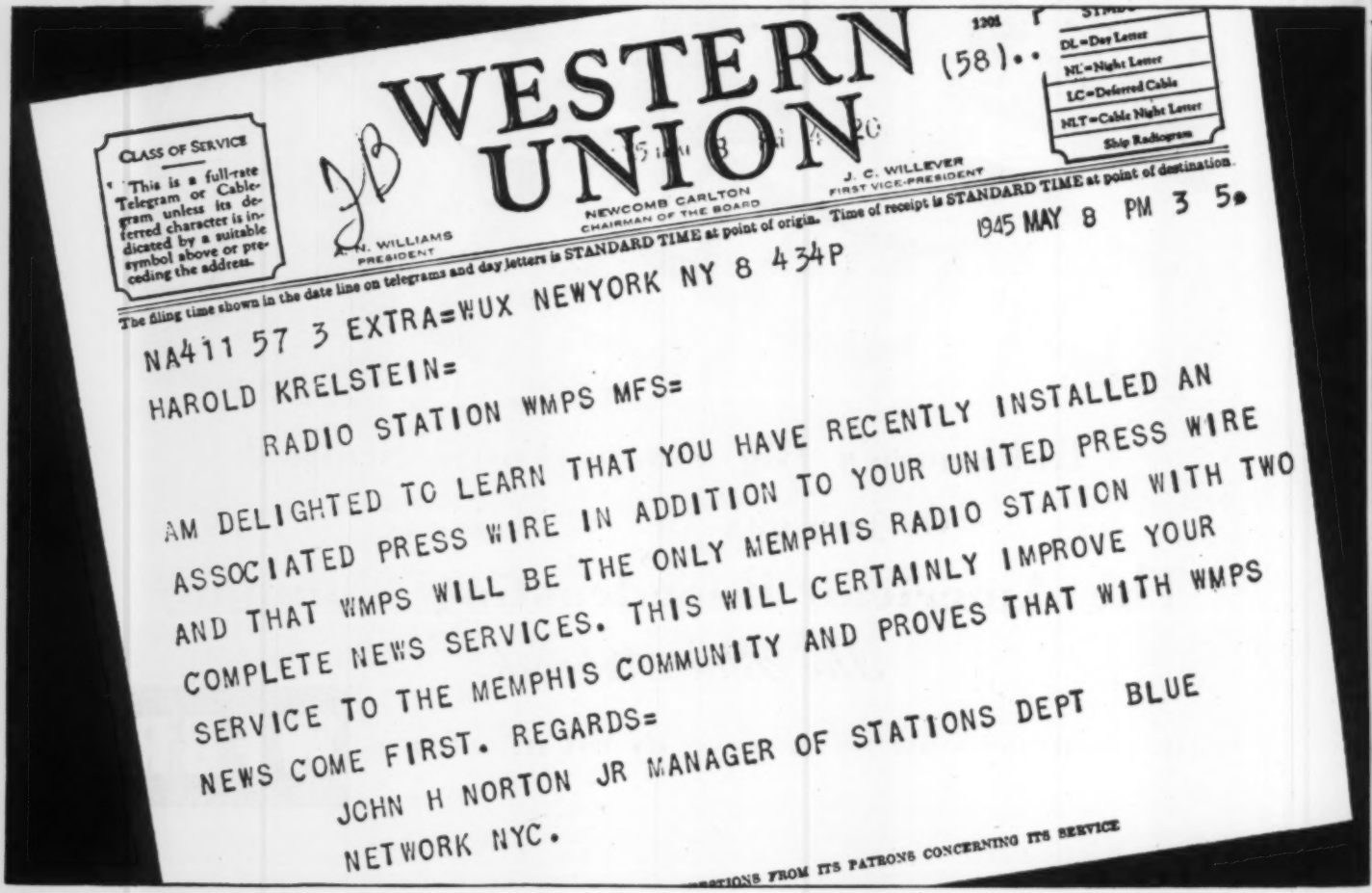
Servicemen are represented on the program by George T. Wendell, USNR, Motor Machinist Mate First Class, who asks the questions on the air. Known as "Freckles" since he played that part in Our Gang comedies several years ago, Wendell was wounded on Guadalcanal, and stayed in a foxhole 15 days before he could be moved.

Series is under the "sponsorship" of Secretary of the Navy Forrestal, who introduced the program on the air last Tuesday. Officer in charge of unit handling the series is Lt. Charles J. Gilchrist, USNR, former director of news and special events, WBZ-WBZA Boston-Springfield, and ex-chief of the radio section, War Finance Division, Treasury Dept. Announcer and news editor is Radarman Second Class Paul Sullivan, USNR, ex-CBS commentator, and reputedly the first newscaster to go to Europe.

Radio Personalities M. C. War Loan Show



SOME OF RADIO'S top commercial announcers have gone "commercial" in behalf of the Seventh War Loan drive to m.c. "Here's Your Infantry", a reenactment of a Pacific battle being staged in 600 cities by combat patrols of infantry. Radio personalities are (kneeling, l to r): Capt. John E. Holloway, Chicago; Sgt. Lavell Waltman, WAVE Louisville; Cpl. John E. Trimble, KFJZ Fort Worth; Pfc. Alan V. Waters, BBC; Pfc. Curt H. Webster, WBT Charlotte; Sgt. Edward A. Condit Jr., WINS New York; Sgt. Harry Lukins, WAVE Louisville; 1st Lt. Stephen B. Marble, Greenwich, Conn.; (standing, l to r): 1st Lt. Zeb M. Pike, WING Dayton; Lt. George P. Mooney, KFIO Spokane; Cpl. Robert T. Sherwood, KHJ Los Angeles, NBC, CBS; Sgt. Aime Gauvin, WHN New York; Pfc. Jack D. Tetu, WKAT Miami Beach; Lt. William D. Plant Jr., WADC Akron; Cpl. Hollis C. Hull, KVOO Tulsa; Sgt. Dick Keplinger, NBC; S/Sgt. Ryan A. Halloran, KDAL Duluth; Capt. Thomas W. Phipps, producer, "Here's Your Infantry"; Sgt. Nathan E. Jones, KFBI Wichita; Pfc. Bromley House, vice-president, radio director, Gregory Adv., Cleveland; 1st Lt. E. H. (Ted) Reams, CBS New York; Capt. James H. Fagan, WCAU Philadelphia; Capt. A. Wilensky, WINS New York, CBS, NBC; 1st Lt. Sigmund Goldberg, WMIN Minneapolis; Lt. Paul T. Hamill, Los Angeles.



WESTERN UNION

NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT — A. N. WILLIAMS, PRESIDENT

CLASS OF SERVICE: This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable symbol above or preceding the address.

DL=Day Letter; NL=Night Letter; LC=Deferred Cable; NLT=Cable Night Letter; Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

1945 MAY 8 PM 3 5

NA411 57 3 EXTRA=WUX NEWYORK NY 8 434P

HAROLD KRELSTEIN=

RADIO STATION WMPS MFS=

AM DELIGHTED TO LEARN THAT YOU HAVE RECENTLY INSTALLED AN ASSOCIATED PRESS WIRE IN ADDITION TO YOUR UNITED PRESS WIRE AND THAT WMPS WILL BE THE ONLY MEMPHIS RADIO STATION WITH TWO COMPLETE NEWS SERVICES. THIS WILL CERTAINLY IMPROVE YOUR SERVICE TO THE MEMPHIS COMMUNITY AND PROVES THAT WITH WMPS NEWS COME FIRST. REGARDS=

JOHN H NORTON JR MANAGER OF STATIONS DEPT BLUE NETWORK NYC.

...STIONS FROM ITS PATRONS CONCERNING ITS SERVICE

IN BOSTON

WCOP the Cowles station, is pleased to announce its affiliation with the Blue Network of the American Broadcasting Company, effective June 15th.

WCOP taps the entire listening area of Greater Boston. Here live 2,300,000 people with the highest per capita purchasing power in the United States. Their homes are 97% radio equipped, making it the most radio-conscious section in the entire United States. The Metropolitan Boston area served by WCOP contains 55% of the state's population.

WCOP offers a fine combination of locally noted programs with nationally famous shows . . . to one of the richest merchandising areas in the nation.

WCOP

Rates and availabilities through any **Katz** office

U. S. Programs Rebroadcast for G. I.'s Create Possible Markets in Australia

AUDIENCE following and sponsor identification developed in Australia through popular programs broadcast for the G.I.'s might well offer a fertile field for advertising and marketing of American goods in the Commonwealth, it was suggested by William Kadison, Red Cross correspondent, in a recent interview with BROADCASTING. Mr. Kadison, who produced the Mutual program *Your Red Cross Reporter* in Australia, has returned to duty in the Philippines after conferring with Red Cross headquarters in Washington.

Curtailment of G.I. radio in Australia with the transfer of American troops to the Philippine area, he reported, has left a void among Anzac listeners who have become avid fans of *Fibber McGee and Molly*, Jack Benny, Bing Crosby, *Hour of Charm* and other network programs, rebroadcast, with commercials deleted, by the Armed Forces Radio Network. Since the departure of most of the Yanks, Mr. Kadison said, Australians have written him that the programs are greatly missed.

With the audience base already established, it would seem that the sponsors of those programs which distribute or plan to market their products in Australia might well continue the broadcasts, with commercials, by means of recordings. Since stations in Australia "fought" to give time for the G.I. programs, he said, they would doubtless be willing to sell time for the same shows. Two of the three networks in the Commonwealth, he explained, are commercially operated but because of the high cost of land lines the G.I. shows were broadcast directly by the stations.

Your Red Cross Reporter, started by Jack Shaw of Mutual, is now being produced in Manila by Susan Tate, a Washington, D. C., girl who went to Australia as a Red Cross hospital secretary. The program, containing interviews with GI's, is now carried by 55 Mutual stations.

Official U. S. Navy Photo

ALONG WITH the inspection of Ninth Naval District installations by representatives of some 35 broadcasting stations was a cruise on a destroyer transport. On board were (l to r): W. E. Bray, WMRC Greenville; W. C. Bochman, WCOS Columbia; J. W. Kirkpatrick, WSPA Spartanburg, S. C.; R. H. Mason, WPTF Raleigh; J. F. Jarman, WDNC Durham; Harold Essex, WSJS Winston-Salem, N. C.

John Frazer

LT. (j.g.) JOHN FRAZER, former NBC staff announcer in Hollywood, has been reported killed in action in the Pacific, where he was a combat intelligence officer attached to a Navy fighter squadron. Lt. Frazer is the first NBC Hollywood employe definitely reported lost in action. Ben Byers, naval flight officer and former member of NBC's press department, has been listed as missing in action over Germany since 1943. Before entering the service Lt. Frazer was the announcer on *Signal Carnival*, *Noah Webster Says* and several network sustaining programs.

Bouquets to WHIO

WHIO Dayton received three letters recently, each attributing to its aid the success of a different war drive. The commanding officer of the WAC recruiting office wrote to thank the station for a program which stepped up enlistments in the medical technicians; the local housing committee informed that the station's cooperation was solving the problem of finding rooms for military personnel; and the Boy Scouts offered thanks for putting their clothing drive over the hump.

LUMBER has long been an important industry in KFDM'S territory. Employing thousands at high wages, lumber contributes over ONE MILLION dollars monthly to KDFM'S market payroll. With this 585 million dollar *effective buying income* market, you can really get results by using KFDM.

BLUE NETWORK
AMERICAN BROADCASTING CO., INC.

KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE "MAGNETIZED SABINE AREA

"Magnetized . . . drawing people and industries from other sections!

AFFILIATED WITH TAYLOR-HOWE-SNOWDEN Radio Sales

630 KC.
KXOK
ST. LOUIS
BLUE NETWORK
5000 Watts Full Time
Represented by John BLAIR & CO.

DES MOINES

Everybody's Gettin' On KRNT's BAND WAGON June 15

KRNT joins the American Broadcasting Company on June 15. Ten years of close, friendly contact with those who live in its listening area has enabled KRNT to know what people out here want to hear. That's why the stars shown on this page . . . and the numerous other ABC artists . . . have been invited to get on the KRNT Bandwagon.

These additions to KRNT's own popular radio personalities make the KRNT Bandwagon an outstanding vehicle for advertising your product. So hurry . . . hurry! Get on the KRNT Bandwagon.

MORE MUSIC MORE ENTERTAINMENT ALL THE TIME

KRNT

THE COWLES STATION FOR DES MOINES
REPRESENTED BY THE KATZ AGENCY

WSIX's BATTING AVERAGE UP 81.5%

If you are looking for a hard-hitting team in a class-A league, join WSIX in Nashville. Your advertising dollar will swat a homer every time it goes to bat. Here are the reasons: (1) A gain of 81.5% in our all-day average Hooper during the two years ending in January. (2) The best daytime Hooper of any Nashville station. (3) Top programs of both BLUE and MUTUAL. (4) A booming market in the heart of agricultural, industrial Tennessee. In WSIX's territory there are over a million potential buyers—all "big leaguers" when it comes to spending.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

980 K. C.

NETS COMMEMORATE D-DAY ANNIVERSARY

FIRST anniversary of D-Day was commemorated June 6 by the BBC with a special program opening with Gen. Eisenhower's announcement of the Normandy landings and the reading of first SHAEF communique rebroadcasts of dispatches filed by BBC correspondents. Program was carried by the Mutual Network and WMCA New York, WLS Chicago and other independent stations across the country.

NBC broadcast two special D-Day anniversary shows, at 9-9:10 a.m. with W. W. Chaplin, NBC war correspondent, speaking from the Normandy beachhead, and at 8 a.m. when Lt. Gen. George C. Kenney, commander of the U. S. Far Eastern Air Force, spoke on the *World News Roundup*. Ed Haaker, John MacVane and Stanley Richardson, members of NBC's staff, also recalled their experiences of that day.

Blue Network broadcast a special observance, 4:30-4:45 p.m., in which George Hicks, who made the original D-Day broadcast, spoke from London with Art Feldman now in London and Jack Hooley who spoke from Guam but who was in London on D-Day.

STROMBERG-CARLSON Co., Rochester, has appointed the Tepfer Appliance Co., Cincinnati, as distributor for that area for the firm's line of FM, AM and television receivers.

KFMB Sells SAN DIEGO

IT'S EASY TO DO

90% of the entire population in San Diego County resides in metropolitan San Diego . . . within 15 miles of our antenna. That's 373,500 civilian people who must depend on us alone for primary reception of our network's shows!! They're ready to buy . . . but must be covered from within to be covered right!!

KFMB
THE BASIC BLUE NETWORK
(PACIFIC COAST)
SAN DIEGO, CALIF.

JACK O. CROSS Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

IT CAN TAKE IT

Signal Corps Mobile Radio Is Punishment-Proof

PROUDLY dubbed "the Garand rifle of radios", the U. S. Army Signal Corps' medium-range two-way mobile set SCR-506 has amply demonstrated that it can "take it". Built to endure severe punishment, the set has become a challenge to communication soldiers who have determinedly but vainly tried to "finish off that damned set".

Information just released by the War Dept. discloses that SCR-506 was planned and developed at the Fort Monmouth (N. J.) Signal Laboratories back in 1941, given "punishment tests" near San Antonio, Tex., and Fort Riley, Kan.

During one of these tests, the Dept. relates, an officer, intent on throwing the set out of commission, drove a command car speedily down a hill and attempted to hurdle a deep ditch. But the hurdle was too much and the car crashed. Badly shaken up, the officer and radio operator were astonished to find the set not only undamaged but in "good voice". They promptly used it to call for aid in pulling the car from the ditch.

The SCR-506 delivers up to 90 w output in the frequency range from 2,000 to 4,500 kc, with instant selection of any one of five completely pretuned frequencies, permitting messages to be sent in rapid succession to five widely scattered posts merely by turning a switch. It was designed to function on continuous wave but to satisfy particular demands grid-bias modulation was ingenuously installed in the compact box and voice operation was added.

Prof. C. W. Caldwell

PROF. CHESTER W. CALDWELL, 42, head of Purdue U. electrical engineering research and electronics department, died Tuesday of a heart attack while conducting a class. Prof. Caldwell formerly was head of the Electrical Engineering School of the U. of South Dakota and was the author of textbooks on radio and electronics. He is survived by his wife and three children.

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050 - 50,000 WATTS

It's a new War Baby—

yet it's—

★ WELL EQUIPPED

★ BEAUTIFULLY DESIGNED

★ ADEQUATELY STAFFED

★ PERFECTLY PROGRAMMED

★ CENTRALLY LOCATED IN PENNSYLVANIA'S BEAUTIFUL CAPITAL CITY

The Baby Blue is affiliated with

American BROADCASTING CO.

ESTABLISHED MAY 29, 1945

WHGB

1400 k. • *fulltime* • 250 w.

BLACKSTONE BUILDING

112 MARKET STREET

HARRISBURG PENNSYLVANIA

Represented Nationally by . . . **WEED & COMPANY**

NEW YORK—CHICAGO
DETROIT—SAN FRANCISCO
BOSTON—HOLLYWOOD

Radio Wins Equal Rights at UNCIO

Medium Fully Prepared To Cover Any News Story

By D. HAROLD McGRATH

Supt., U. S. Senate Radio Gallery

WHEN Secretary of State Stettinius convened the first plenary session of the United Nations Conference on International Organization on April 25 there unquestionably were present more outstanding radio "news voices" than were ever gathered together in one place.

Radio was fully prepared to thoroughly cover what appeared likely to become the most outstanding news story in American history—the writing of a charter for peace by the United Nations.

Climactical events on the European battlefields unquestionably overshadowed the story at San Francisco at its most interesting period. Many in attendance charged that the event was being over-covered by some media but there could be no question about the radio news world being the best equipped to meet any situation that might arise in San Francisco. The number of radio newsmen covering UNCIO, who have had foreign experiences, was much larger proportionately than for any other medium.

BIG THREE of radio at UNCIO are (l to r): D. Harold McGrath, superintendent, Senate Radio Gallery, who had charge of radio accreditations at San Francisco; Lincoln White, assistant press relations chief, State Dept.; Michael J. McDermott, special assistant to the Secretary of State in charge of press relations.

Long the step-child at international conferences, radio news was accorded every equal right at San Francisco by the public relations offices of the State Dept.

On March 6, Richard Harkness of NBC, newly elected president of the Radio Correspondents' Assn., Washington, was called to the State Dept. by Lincoln White, special assistant to Michael J. McDermott, chief of press relations, to discuss the procedure of accreditation for radio at San Francisco. At prior international conferences radio newsmen and women were checked by the Department with the Radio Correspondents Assn. but actual accreditation was given only on the authority of the State Dept. officials. Mr. Harkness agreed to represent the Assn. at a meeting with Department officials and those of the major networks to discuss radio's position at the Conference. At this meeting it was unanimously agreed that all radio accreditation should be cleared through the Radio Correspondents' Assn. Designation of the writer as accreditation officer under the direction of Mr. Harkness and the members of the executive was then made by the State Dept.

On his return from Mexico where he had been attending the Pan-American Conference, Mr. McDermott met with Mr. Harkness and discussed procedure. Because of the peculiarity of the story at San Francisco—its principal concern being on international problems—it was not anticipated that the event would attract many radio news people outside of the major chains.

2,500 Approved

The first list of applications quickly dispelled that line of thinking. The success which had attended the specific coverage of the two national political conventions last year made the San Francisco conclave alluring. Every section of the country was listed in the early applications and when the listings of those accredited appeared in BROADCASTING, independent and affiliated stations made frantic appeals for consideration.

More than 2,500 applicants for accreditation for radio, newspaper, periodical, movie and still pictures

(*Continued on Page 38*)

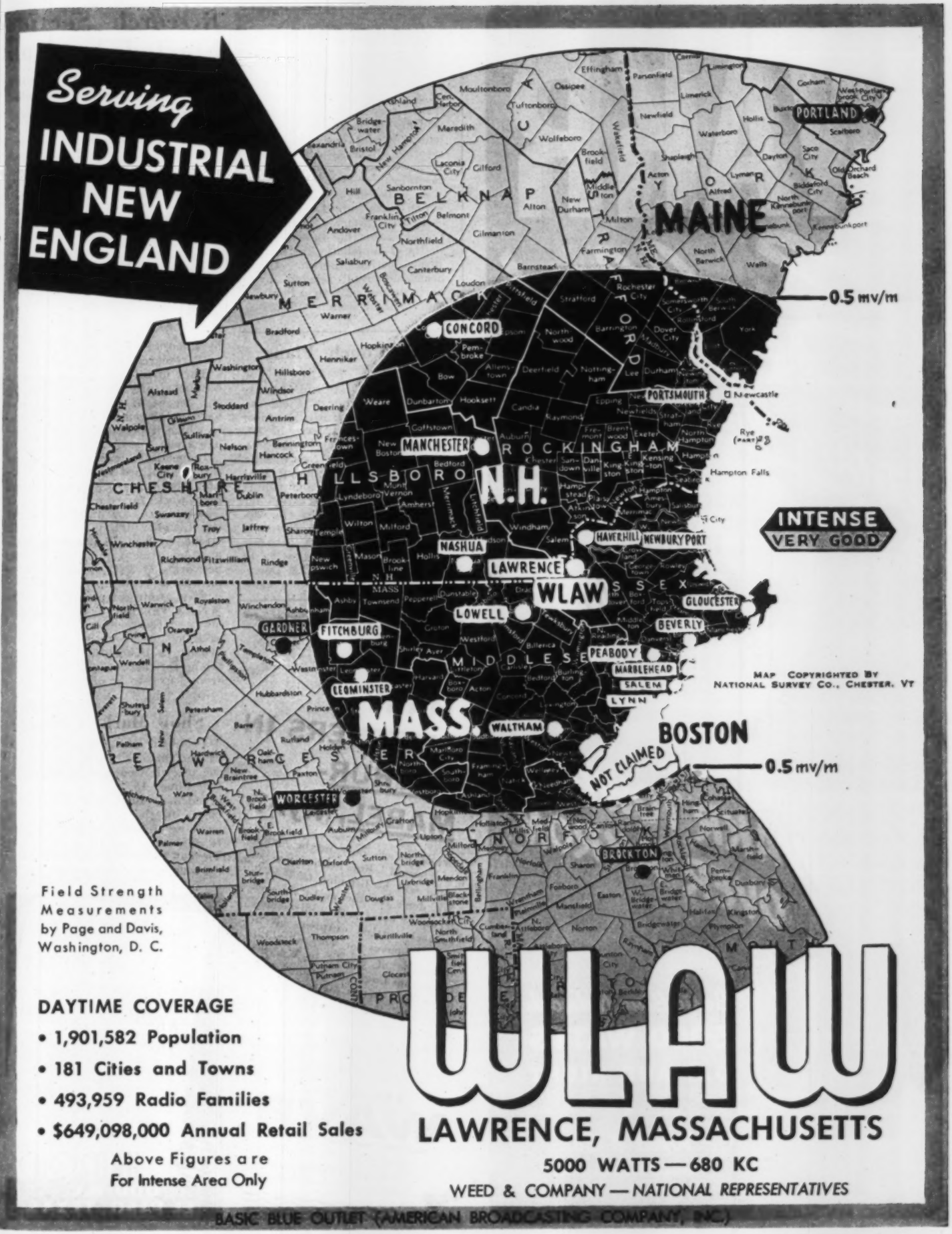
RACINE *is an unusually good market*

Racine is not a Boom Town — it has 160 diversified industries, is second in income tax payments in Wisconsin, has over 19,000 industrial wage earners and a weekly factory payroll in excess of $1,111,700.

ABC and Wisc. Networks

WRJN

Racine, Wisconsin



Field Strength Measurements by Page and Davis, Washington, D. C.

DAYTIME COVERAGE

- **1,901,582 Population**
- **181 Cities and Towns**
- **493,959 Radio Families**
- **$649,098,000 Annual Retail Sales**

Above Figures are For Intense Area Only

WLAW

LAWRENCE, MASSACHUSETTS

5000 WATTS — 680 KC

WEED & COMPANY — *NATIONAL REPRESENTATIVES*

BASIC BLUE OUTLET (AMERICAN BROADCASTING COMPANY, INC.)

WAKR
Sells!
THAT'S WHY
AKRON GROCERY CHAINS AND WHOLESALERS SPEND OVER
95%
OF THEIR RADIO ADVERTISING DOLLAR ON WAKR
WAKR TOWERS OVER AKRON
Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

First From Berlin

FIRST broadcast from Berlin since its surrender was heard in the U. S. June 5, 10:23-10:28 a.m. Roy Porter, NBC correspondent representing the combined American networks, described first meeting of the Allied Control Commission in the German capital. Only network to carry the broadcast was NBC, which broke into *Lora Lawton*, Babbitt Inc. program. Mr. Porter spoke from an airplane in the Templehoff Airdrome just outside Berlin. His broadcast was relayed by portable transmitter to Paris, then to the States.

Mail Pouch Plans

MAIL POUCH TOBACCO Co., Wheeling, W. Va., will feature David Newel, editor of *Field and Stream*, and Jim Hurley, outdoor editor, *N. Y. Daily News*, in *The Sportsmen's Club of the Air*, replacing *Counterspy* on Blue, Wed. 8:30-9 p.m., beginning June 27. Hunting, camping and fishing will be the topic of discussion for both the "neophyte" and the old-time outdoor sportsman. Dramatic vignettes will be used to illustrate talks. Producer-director will be Victor Seydel, of Walker & Downing, Pittsburgh, Mail Pouch agency.

HOW MANY LISTENERS IN ARTHUR-MABEL, (Ky.)?

When Mabel's busy, maybe Arthur is around! But neither one of them will be listening to WAVE. We don't see the profit in even trying to cover such oddly-named, sparsely-settled outposts (Kentucky's famous for 'em) when the *thousands* of people in WAVE's prosperous Louisville Trading Area make up a better market than is offered by all the remainder of the State, combined! We'll introduce you to so many people here you'll never miss the backwoods folk! Say when!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

Research Section Started by Katz

In Operation for Six Months; Department Headed by Salk

AN AUDIENCE research department to improve sales material for use in the national field and to provide useful data for client stations has been in operation at the Katz Agency since December 1944, the New York representative firm revealed last week, and is now conducting intensive listener investigations. The department is headed by Robert Salk, formerly with the CBS research department.

Mr. Salk

The investigations now being conducted are intended to indicate the degree of success of stations local programming and the degree to which it penetrates their coverage areas.

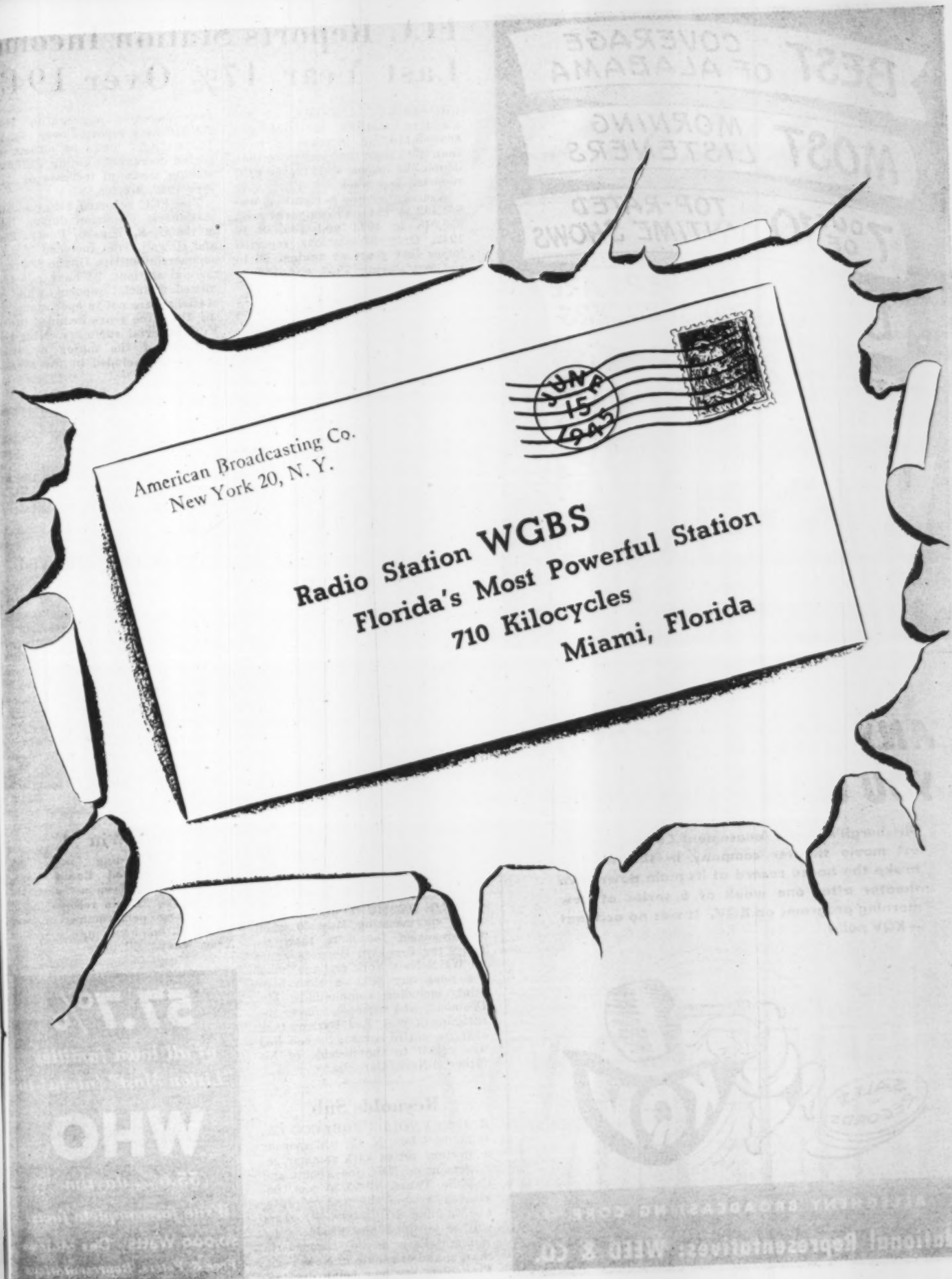
Industrial Surveys Inc., organization identified with CBS listener area studies, is doing some of the field work for the Katz studies. These surveys are an adaptation of the Listener Diary technique developed by the CBS owned and operated department and applied to the network's M & O stations for the past three years.

First study completed is one for WNAX Yankton, S. D., which covers a hitherto unsurveyed rural area of 80 counties containing 195,000 radio homes. It reports listening for the week of March 19-26 from 6 a.m. to 12 midnight.

Show Marks Change

TO MARK the dropping of the "Blue Network" identification and the use of American Broadcasting Co. June 15, the network will broadcast, 10-11 p.m., a drama based on the theme of the vital meaning of freedom of information to men everywhere, starring Thomas Mitchell. Paul Porter, FCC chairman, will speak briefly.

Memo
To: Time Buyer
From Acct Exec
You surely rang the bell when you selected KROD to carry our client's message in the El Paso Southwest. They are getting results — and How!
Joe
CBS
KROD
600 KC
EL PASO, TEXAS


JAN
15
1945
American Broadcasting Co.
New York 20, N. Y.
Radio Station WGBS
Florida's Most Powerful Station
710 Kilocycles
Miami, Florida

BEST COVERAGE OF ALABAMA
MOST MORNING LISTENERS
7 OUT OF 10 TOP-RATED DAYTIME SHOWS
BLUE LISTENERS ARE GOOD SPENDERS
THAT'S ALABAMA'S BEST BUY FAR!
WSGN
THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented by Headley-Reed

FCC Reports Station Income Last Year 47% Over 1943

BROADCAST INCOME of 836 standard stations in 1944 was $68,888,110, an increase of more than 47% over 1943 and more than double the income of 1942, the FCC reported last week.

Average income per station was $82,402 in 1944, as compared with $55,948 in 1943 and $36,488 in 1942. Only 33 stations reported losses last year, as against 85 in the red during 1943 and 188 in 1942.

Increases aggregating $22,678,087 were reported in 1944 by 765 stations, whereas decreases totaling $562,558 were claimed by 71 stations, making the net increase in 1944 over 1943, $22,115,529. In 1943 increases aggregating $16,689,719 were reported over 1942 by 742 stations, while 94 outlets reported decreases totaling $421,032, making the total increase of 1943 over 1942, $16,268,687.

The FCC reported 919 standard stations in operation during 1944 in the U. S., Alaska, Puerto Rico and Hawaii. That included 35 noncommercial outlets. Of the 884 commercial stations, 24 have not submitted financial reports, while 24 stations were not in operation during the three years included in the FCC financial summary. Nine key stations of the major networks also were excluded in the tabulation.

Following is a summary of the broadcast service income as reported by the 836 stations during 1942-44:

	1942	1943	1944
Stations Reporting	648	751	803
Reporting Losses	188	85	33
Income Reported	$31,795,844	$47,217,978	$69,009,845
Losses Reported	1,291,950	445,397	121,735
Total broadcast service income	$30,503,894	$46,772,581	$68,888,110

PA Scripts

PRESS ASSN., New York, has increased its radio script service, since formation several months ago of a program department under Andrew Lang, functioning separately from the PA news services. A total of 27 "Telescripts" a week consisting of five, ten and fifteen-minute programs of all types are now distributed in addition to a weekly and a monthly newsletter of 4,000 words each; two network news programs; a half dozen special programs with a news element and a newsreel feature. Department has been expanded to 33 members, the most recent addition being Raphael Hayes, who has done scripts for *Cavalcade of America*, *Words at War* and other programs.

Desperate Desmond

CONNIE DESMOND did some unusual sportscasting May 30 when he broadcast for more than six hours the Brooklyn Dodgers game on WHN New York and continued the next day with a three-hour stint, including commercials. Mr. Desmond, who normally shares the assignment with Red Barber, took over the entire coverage when Red was called to the bedside of his father in North Carolina.

Reynolds Sub

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., will sponsor a mystery series as a summer replacement on NBC for Abbott and Costello Thurs. 10-10:30 p.m. beginning around the first of July, and running 8-10 weeks. Program will be scripted and produced by William Esty & Co., agency in charge, and originate in New York. First plots are now being drafted.

WOV Case Delayed

ORAL ARGUMENT in the proposed transfer of control of WOV New York by Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester was postponed last week by the FCC from June 13 to July 25. It was the second postponement granted the Mester brothers, oral argument originally having been set for May 23. Following hearings last summer, the FCC proposed to deny transfer of controlling interest in Wodaam Corp., licensee of WOV, to the Mesters for $300,000 [BROADCASTING, April 2].

Plants Win "E"

PRESTO Recording Corp., New York, and Garod Radio Corp., Brooklyn, have been awarded the Army-Navy "E" in recognition of outstanding performance on war work. All employes may wear the Army-Navy "E" pins.

ANY SALES RECORDS YOU WANT BROKEN?

Pittsburgh's Harris Amusement Company—oldest movie theater company in the world—broke the house record at its main downtown theater after one week of a series of new morning programs on KQV. It was no accident —*KQV pulls!*

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.

57.7%
of all Iowa families
"Listen Most" (night) to
WHO
(55.6%, daytime)
Write for complete facts!
50,000 Watts · Des Moines
Free & Peters, Representatives

READING, PA.

We are proud indeed to become an affiliate station of a network that has made such rapid strides in the past few years. Our hats are off to the

AMERICAN BROADCASTING CO.

WEEU

WHEN THE "FREEZE" IS OFF!

Frozen-food storage units, refrigerators, home air-conditioners . . . almost any luxury equipment you can name will be well within the reach of Iowa farmers when Uncle Sam says okay.

Meanwhile these food producers are buying millions of dollars worth of equipment vitally needed in their big business of farming. They're well able to do so. Even back in 1943 their *average* farm income was $7,672. Last year it advanced to well over the $8,000 mark . . . and it's still going UP!

America's No. 1 Farm Market is worth the attention of *any* advertiser. KMA is the No. 1 Station in this area because KMA gives it what it wants and *needs*. Personalized entertainment . . . carefully-edited market reports indicating the best times to buy and sell . . . every local program tailored to rural listeners (plus the best of the Blue Network) . . . these are what we supply.

Does such a policy pay? Well, it brings in *double* the quantity of listener-mail received by any other station in this area!

We'd like to tell you *more* about a full-time farm station. Or just call Free & Peters!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Radio Wins Right

(*Continued from Page 32*)

were finally approved at San Francisco. Of that number 487 went to radio. At the national conventions in Chicago the ratio of newspaper to radio representatives had been more than 3-1. At San Francisco it was less than 2-1.

Radio's preparations to do the job made its impression on Conference officials. Facilities for service called for larger requirements than for other media. Cooperative competition prevailed among networks and independents—each unit making every effort to do a top job on its own but at the same time adjusting programs to meet the requirements of the Conference and its participants.

Radio's ability to report an event while it is happening necessitates coordination and a coordinator. J. Leonard Reinsch had been designated to do that job before the death of President Roosevelt. When it developed that just at that time President Truman was making use of his services the State Dept. called upon OWI for help and that organization loaned Willett Kempton, its assistant director of radio relations, for the job. Mr. Kempton's work proved outstanding in making smooth the physical and mechanical road of the several organizations so that the listening world—and the radio setup at San Francisco was serving all the world—could get the story without a hitch. In frequent conference with the executives of the various radio units, Mr. Kempton made certain of equal opportunity to all of them for broadcast of outstanding special events.

Radio's position in the press relations office of the State Dept.—and incidentally the name of this unit as well as all others of similar activity should carry the word radio along with press—has unquestionably been improved. At the same time the radio news world is indebted to the chief of that department, "Mike" McDermott, and his assistant "Link" White, for a cooperative understanding that helped smooth out many a problem.

Recognition of the Radio Correspondents' Assn. as the "spokesman" of the radio news world has in turn been justified by the fact that those accredited by it to the Conference were willing to go all out at any time in giving the story to the world.

Urban Heads NBA

AT ANNUAL meeting held at Fremont, Neb., the Nebraska Broadcasters Assn. voted to continue statewide war effort network on a weekly basis. The following officers were elected: Lumir Urban, KORN Fremont, president; Duane Watts, KHAS Hastings, vice-president; Art Thomas, WJAG North Platte, director; Gordon Gray, KOIL-KFOR Omaha-Lincoln, director; John J. Gillin Jr., WOW Omaha, NAB representative.

Tracks Birds

ANOTHER postwar application of radar has cropped up. This time it will be used to follow the migration flights of birds. The idea was revealed in an article in *Science* by Prof. Maurice Brooks of West Virginia U. who developed it after hearing from a naval officer friend that the radar on his ship often detected the presence of albatross and other large birds at ranges as great as 5,000 to 6,000 yards. Prof. Brooks plans to install the equipment on a high mountain top.

Letter to the Editor

EDITOR BROADCASTING:

In the May 7 issue of BROADCASTING, page 58, item concerning the death of Dante Augostine, details credited to "CBS Executives" are incorrect.

This office has been conducting an investigation and although not completed, some of the established details are as follows:

Mr. Augostine was NOT alone in the laboratory at the time, as previously stated; several co-workers were nearby, one of whom caught the man as he fell; he was an APPRENTICE Technician, not a Technician, and was working without direct supervision; a loud discussion was being carried on within a few feet of the man in which CBS Executives were taking part; the voltage was found to be nearly 1000 instead of 500; test equipment being used by the man at the time, was found to be defective.

Mr. Augostine was a member of this Union and as such, this office would appreciate your publishing a corrected version of the tragedy.

CHARLES A. CALAME,
Business Manager,
Radio Broadcasting
Technicians Union
Local 1212, New York

Waltham Video

WALTHAM WATCH Co., New York, June 14 or June 22 starts first regular use of television as sponsor of two time signals per evening, each week on WNBT New York, NBC television station. Commercial will include a 45-second film story of the importance of time in aviation and other fields, and a 15-second product display. Arrangements were made by Don McClure, television director, N. W. Ayer & Son, New York.

Lee Mystery on MBS

FRANK H. LEE Co., Danbury, Conn., will sponsor the *Mysteries of Crooked Square* on 210 MBS stations Sun., 2:45-3 p.m. for 10 weeks beginning June 17, as a summer replacement for Dale Cornegie's *Little Known Facts About Well Known People*. It will be an original mystery, written by Janet Hawkins and packaged by National Concert & Artists Corp., New York. Agency is William H. Weintraub & Co., New York.

Several ☛ Blue Cooperative programs are still available for sponsorship on these Network-owned stations, located in 4 of the most important buying centers in the U. S. Now's the time to investigate.

WJZ New York
50,000 w 770 kc
"Your strongest voice in the world's richest market."

WENR Chicago
50,000 w 890 kc
"Serving one-tenth of the Nation."

KECA Los Angeles
5,000 w 790 kc
"There's a reason when KECA is the most sold-out station in LA."

KGO San Francisco
7,500 w 810 kc
"The San Francisco radio picture has changed. and it's KGO that's changed it."

For information, consult any of the Blue's own stations listed above.

AMERICAN BROADCASTING COMPANY

The Blue Network

Blue Network Co-operative shows are sponsored Locally by...

WARD BAKING CO.
20 cities

SEARS ROEBUCK & CO.
4 cities

C. F. MUELLER CO.
(MUELLER MACARONI)
4 cities

McKESSON & ROBBINS
3 cities

ROYAL CROWN COLA BOTTLERS
21 cities

COCA COLA BOTTLERS
4 cities

7-UP BOTTLERS
5 cities

J. C. ENO, INC.
(DRUG PRODUCTS)
3 cities

PHILLIPS PETROLEUM COMPANY
2 cities

LEAF GUM CO.
Chicago, Ill.

DUBONNET WINES
Cleveland, Ohio

SAFEWAY STORES
Portland, Oregon

THE BORDEN CO.
Oklahoma City, Okla.

E. I. du PONT de NEMOURS & CO. (INC.)
Richmond, Va.

...and many others

These great network programs are broadcast LIVE. Local sponsors pay only for their own areas...

Correspondents Around the World News

8:30 AM EWT—(Mon. thru Fri.) 9:00 AM EWT (Sun.) 14 overseas correspondents bring the news right from where it's happening! Sunday thru Friday, 15 minutes.

RAYMOND SWING—News

7:15 PM EWT—World-famous news analyst, broadcasting direct from Washington. Monday thru Friday, 15 minutes.

CONSTANCE BENNETT

1:15 PM EWT—Famous actress and vivid personality . . . in lively chats about Hollywood and Broadway—people and fashions she knows so well. Monday thru Friday, 15 minutes.

JOHN B. KENNEDY—News

2:00 PM EWT—Noted writer, newsreel commentator and radio analyst, direct from New York. Monday thru Friday, 15 minutes.

MARTIN AGRONSKY News

8:00 AM EWT—Direct from Washington. Famous news analyst who has broadcast from all over the world. Monday thru Saturday, 15 minutes.

HEADLINE EDITION News

7:00 PM EWT—More famous people heard on this news program than on any other radio show. Monday thru Friday, 15 minutes.

The Adventures of CHARLIE CHAN

6:45 PM EWT—10:15 PM CWT. Famous Oriental detective, smash hit of films and fiction, now a radio hit too. Different episode each week. Monday thru Friday, 15 minutes.

BAUKHAGE TALKING—News

1:00 PM EWT—Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet, Congress. Monday thru Friday, 15 minutes

The Private Lives of ETHEL and ALBERT

2:15 PM EWT Popular daytime comedy. Broadcasting direct from New York. Monday thru Friday, 15 minutes.

Here's how it works . . . Each program is broadcast LIVE over the coast-to-coast Blue Network, Monday through Friday. In each area, the local announcer gives the local sponsor's commercials during the broadcast—thus identifying the great network show with the local product or service.

Local sales messages have added appeal—and added prestige—because they are linked with a big network program featuring big-name talent. The cost is low because each sponsor pays *only his area's share* of the program's national cost. For further details, consult your local Blue Network Station or contact the Co-operative Program Department of the American Broadcasting Co., Inc., 33 West 42nd Street, New York, or Civic Opera Building, Chicago.

KIERNAN'S NEWS CORNER

6:00 PM EWT—Walter Kiernan direct from New York. One of the outstanding human-interest reporters of our time. Monday thru Friday, 15 minutes. (Available East only.)

DICK TRACY

5:15 PM EWT—Popular juvenile adventure series. Monday thru Friday, 15 minutes.

AMERICAN BROADCASTING COMPANY

WARTIME CULTIVATION
for PEACETIME SALES

Coverage of stable markets for present and post war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station WRNL are stable markets.

The facts on the right are proof of results.

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL • RICHMOND • VA.

5000 WATTS
NIGHT AND DAY 910 KC

••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

Magnetic Wire Recording

Wire Recordings from
General Electric
Models 50, 50A, 51
Rerecorded to Discs.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

PROGRAM CAMPAIGN CONTINUED BY DURR

COMMISSIONER C. J. Durr last week continued his one-man campaign for program control by the FCC when he voted for "further inquiry" into the operations of eight stations which were granted regular license renewals after being on temporary licenses. The eight were among 33 renewals granted (see FCC Actions, page 82).

License of KMOX St. Louis, CBS-owned 50-kw clear-channel outlet which has been on temporary status since May 1, was continued on a temporary basis to Sept. 1. No reason was given. Stations which Commissioner Durr wanted to investigate further are:

KBND Bend, Ore.; WDMJ Marquette, Mich.; WBRK Pittsfield, Mass.; WRAW Reading, Pa.; WLNH Laconia, N. H.; KGEZ Kalispell, Mont.; renewed to Feb. 1, 1947; KNX Los Angeles, renewed to May 1, 1948; WFOY St. Augustine, Fla., renewed to Aug. 1, 1946.

WJR Holders to Consider Two-for-One Stock Split

TO PERMIT greater public participation in ownership of WJR Detroit, a plan for increasing outstanding shares from 130,000 to 260,000 with a corresponding reduction in par from $5 to $2.50 will be considered at a special meeting of stockholders June 15, G. A. Richards, president of the station, announced last week.

Station's common stock, only outstanding capital issue of "WJR, the Goodwill Station", has been selling recently at $40 per share in over-the-counter sales. First public offering was made in 1935 and resulted in wide distribution. Directors recently voted the station's 38th quarterly dividend, 50c per share, payable June 14 to stockholders of record June 1.

Decca Promotes

PROMOTION of six executives of Decca Records, New York, and its subsidiaries, to officership, was announced last week by Jack Knapp, president. David Knapp, head of recording activities, has been elected vice-president in charge of recording. Milton R. Rackmil, treasurer, has been promoted to vice-president, and Samuel Yamin to assistant treasurer. Leonard Schneider, advertising head, has been appointed advertising and sales promotion director. Harry Kruse, in charge of branch office sales of Decca Distributing Corp., and W. Trembeth Walker, in charge of plant and production of Brunswick Radio Corp., have been elected vice-presidents.

CJVI Victoria, B. C., has started using 1,000 w daytime and 250 w nighttime on 900 kc., the Radio Branch, Department of Transport, Ottawa, announced. CKCV Quebec has had its power increased from 100 w to 250 w.

MANAGEMENT

EDGAR KOBAK, MBS president, who returned to New York last Saturday from a business trip to Detroit and Chicago, leaves June 14 for Pittsburgh for the official opening of KQV as a Mutual station June 15. He proceeds to Chicago following day and then starts June 18 on tour of MBS stations and clients in Minnesota. Mutual's president has double cause for celebration this month — his 29th wedding anniversary June 10 — and news that his son Jimmy, Army Field Artillery, has been promoted to captain and will be returning home from service with the 3rd Army.

Mr. Kobak

SID GAYNOR, program director of Mutual-Don Lee, is in New York for an indefinite stay and is expected to accompany Mr. Kobak to Pittsburgh.

GLENN deQ SNYDER, general manager of WLS Chicago, is a grandfather. Boy was born June 5 to Mr. and Mrs. Ned Maxwell of Milwaukee.

WALTER DUNCAN, vice-president and national sales manager of WNEW New York, has taken a leave of absence because of poor health. He will recuperate at his farm in Staatsburg, Duchess County, N. Y.

OSCAR F. SOULE, president of WFBL Syracuse, has been appointed chairman of the finance committee for the $1,500,000 Onondaga County War Service Memorial to veterans of World Wars I and II.

MAHLON R. ALDRIDGE Jr. has been appointed acting station manager of KFRU Columbia, Mo., effective May 29, upon induction into the armed forces of **FOSTER B ROWN Jr.**, former manager. Mr. Aldridge is former news editor of KXOK St. Louis. Both stations are owned and operated by the Star-Times Pub. Co.

MRS. TOM OLSEN, wife of the owner of KGY Olympia, Wash., arrived in Washington Sunday to be with her husband who loaned himself to the War Finance Division, Treasury Dept., for the Seventh War Loan Drive.

PHILIP MORRIS, manager of CFPL London, Ont., for 14 years, has resigned. He is succeeded by **ARTHUR BLACKBURN**, son of station owner.

HAROLD CRITTENDEN, manager of CKCK Regina, is the father of a boy.

JOHN M. RIVERS, owner and manager of WCSC Charleston, S. C., is the father of a boy born May 28.

GRIFFITH THOMPSON, account executive of Spot Sales, New York, is temporarily serving as managerial consultant to WBYN Brooklyn, during the illness of **WILLIAM NORINS**, manager. Mr. Thompson was manager of WBYN before his entry into the Army.

GARDNER COWLES Foundation has made available a gift of $100,000 for a new Negro community center in Des Moines in honor of the late Wendell Willkie. Gardner Cowles Jr., Foundation president, and president of the Cowles Broadcasting Co., and John Cowles, vice-president, were close friends of Mr. Willkie.

You Reach the Sales-Rich Lehigh Valley on

WEST

EASTON, PA.
Phillipsburg, New Jersey

NBC • Mutual

an INformal announcement

"My neighbors say that listenin' to WNAX is like sittin' down to a country-style, chicken dinner with all the trimmins'. In each case, they get what 'they' like most.

"That's because WNAX knows how to serve up the right radio helpins' for the close to 5-million folks that are out here in my big neighborhood. WNAX knows how to give my folks the local programs they like to hear. (Take one of our favorites, 'The Sunday Get Together' for example. And lots a others I could mention).

"As an additional helpin' to that country-style chicken dinner, WNAX is now going to broadcast 'Breakfast in Hollywood', 'Glamour Manor', 'Breakfast Club'," and dozens of other American Broadcasting Company programs. Nice, lively entertainment that fits into the WNAX plan of givin' folks what they like to hear most.

"Better cut yourself in, on this WNAX country-style, chicken dinner. Makes a mighty tasty dish for the advertiser too."

And news Broadcasts

Big Aggie

* WNAX Joins the American Broadcasting Company June 15

570 on the dial

WNAX

A Cowles Station

SIOUX CITY · YANKTON

Represented Nationally by the Katz Agency

This miner with thousands like him dug 30,855,455 tons of gold, silver, copper, lead and zinc ore out of Utah mines last year. Value of these metals was $109,881,660—averaging more than $2,000,000 a week.

Utah's principal metal mining towns are within a radius of 90 miles of Salt Lake City, well inside KDYL's primary area.

Local Advertisers Know KDYL Brings Results

In selling goods to mining men and their families, and to all other wage earners, local and national firms have found by experience that KDYL showmanship gets results. In Utah, this is the station most people listen to most!

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

N. Y. FIRMS CHARGED WITH BLACK MARKET

FINAL injunction against 11 electronic equipment distributors and assemblers for black market operations has been brought about by the Enforcement Division of the New York OPA. Three injunction suits are pending trial and five suits for treble damages have been instituted with one of the latter settled by payment of the administrators claim for $2,000,000.

Criminal informations were filed against 14 firms, all of whom pleaded guilty and have received fines totaling approximately $50,000,000.

Black market practices among assemblers and distributors of electronic equipment started the investigation by the Enforcement Division. According to Daniel P. Woolley, regional OPA administrator, the WPB limitation of phonographs and radio sets has resulted in heavy consumer demand for sets assembled from fabricated chassis and other parts, the limited supply resulting in some illegal practices.

JUNE SHIELMAN of Milwaukee, "discovered" by Maurice Kipen, WTMJ-WMFM Milwaukee musical director, has received an extension on her voice scholarship with a Chicago teacher, all expenses paid by "The Milwaukee Journal". She has been featured soloist with the WMFM "Radio City Concert Hour".

SAN FRANCISCO Bay Area Radio Council has been formed, with Margaret Girdner, librarian, San Francisco Board of Education, as chairman of the organization committee, according to Dorothy Lewis, NAB Coordinator of Listener Activities.

EDIBLE FOLIAGE? wonders trick horse Coley Bay as he is interviewed by "Great Scott", WWDC Washington special announcer.

Labor Relations Found Excellent by RMA Survey

EXCELLENT management-labor relations, only one major strike and a relatively low absenteeism rate have been experienced by the radio-electronic industry despite a 1200% production expansion to handle war orders, a survey by the Radio Manufacturers Assn. disclosed last Monday.

This was accomplished largely by use of "presenteeism" incentives rather than absenteeism penalties. The incentives included double holiday pay, extra and paid vacations, merit rating systems, honor rolls, Saturday half-holidays, no time clocks, music broadcasts on all shifts, permitting smoking, group insurance, free vitamins, cold vaccines and many other benefits.

Two Applications

APPLICATION for a new standard station on 1240 kc with 250 w and unlimited time at Norwich, Conn., has been filed with the FCC by Norwich Broadcasting Co., a new equal partnership composed of J. Eric Williams, former commercial manager of WPRO Providence, R. I., and H. Ross Perkins, a Coast Guard lieutenant. New FM station on 44.7 mc with 16,300 sq. mi. coverage is requested by KXL Portland, Ore. Estimated cost is $34,550.

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Cama Craft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

THESE
20
W S M
YEARS

WHAT WILL ROGERS HAD

Will never met a man he did not like. For twenty years we have made friends here because we radiate friendliness 18 hours a day. It is no act. It has to be real as real, when it goes out over the clear channel occupied by WSM, to the five million keen folks who make up the WSM listening area.

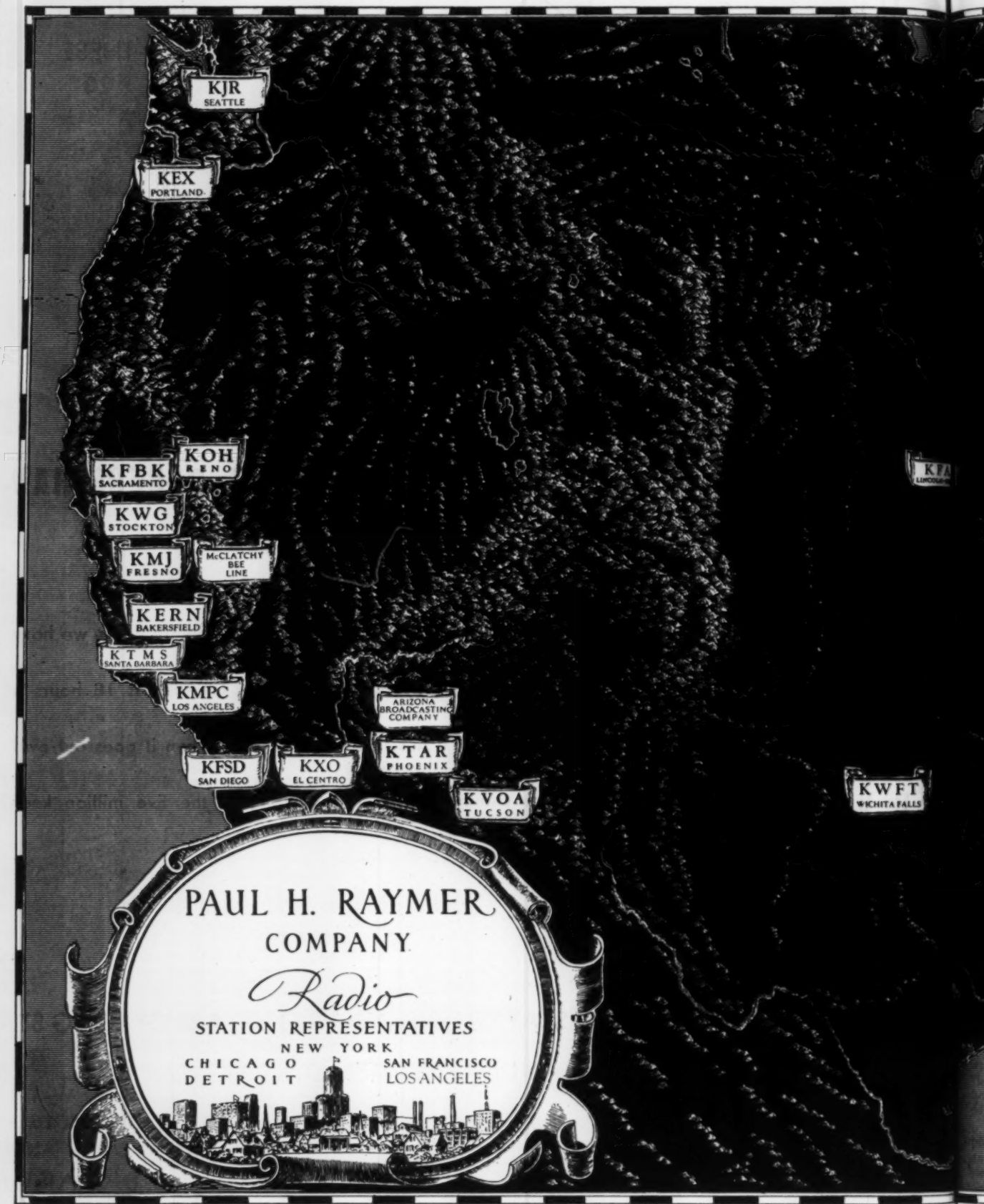
WSM

NASHVILLE

THE STATION WHOSE FRIENDS ARE OF LONG STANDING BECAUSE IS HAS BEEN STANDING BY THEM SO LONG

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

HARRY STONE. *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*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SEATTLE
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PORTLAND
KOH
RENO
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SACRAMENTO
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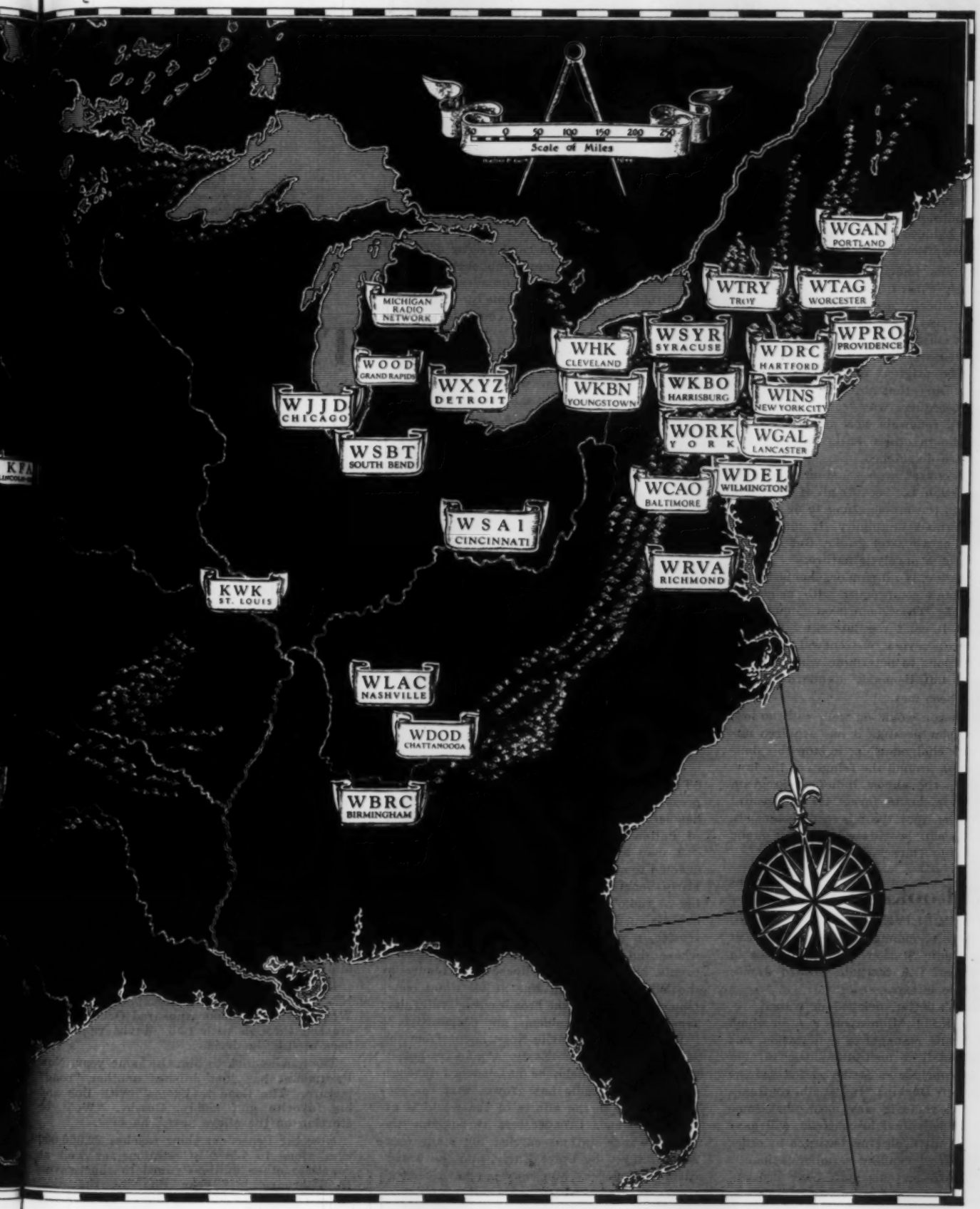
LINE
KERN
BAKERSFIELD
K T M S
SANTA BARBARA
KMPC
LOS ANGELES
ARIZONA
BROADCASTING
COMPANY
KTAR
PHOENIX
KFSD
SAN DIEGO
KXO
EL CENTRO
KVOA
TUCSON
KWFT
WICHITA FALLS
PAUL H. RAYMER
COMPANY
Radio
STATION REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES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WDRC
HARTFORD
WOOD
GRAND RAPIDS
WXYZ
DETROIT
WKBO
HARRISBURG
WJJD
CHICAGO
WKBN
YOUNGSTOWN
WINS
NEW YORK CITY
WORK
YORK
WGAL
LANCASTER
WSBT
SOUTH BEND
WDEL
WILMINGTON
WCAO
BALTIMORE
WSAI
CINCINNATI
WRVA
RICHMOND
KWK
ST. LOUIS
WLAC
NASHVILLE
WDOD
CHATTANOOGA
WBRC
BIRMINGHAM

Thin Ice

IT'S NO secret that most members of the FCC, including perhaps a preponderance of its legal talent, now regret they ever got mixed up in so-called commercial versus sustaining program study. The intent of the majority obviously was to focus attention of stations upon their public service obligations by taking them to task for failing to maintain the promised mathematical balance between sponsored and unsponsored renditions.

The Commission knew full well it was skating dangerously close to the kind of program censorship specifically denied it by statute. It recognized that any effort to check public service offerings against pure commercial or entertainment features was almost impossible. That's why the original proposal of Leftist Commissioner Durr that stations be cited for revocation proceedings was "compromised" so that temporary renewals were issued in some instances, while in others letters seeking explanations were dispatched.

This "compromise" was voted unanimously by the Commission, not because all of the members felt it was the proper thing to do but because they wanted unanimity. It may have been designed as a master stroke. But it turns out to be one of a paralytic nature.

The Commission, in all candor, should recognize that it can't compromise with principle. The law is clear. The Commission cannot censor programs. It can't regulate rates for station time. It *can* review, on renewal, the past service of stations to determine whether that broad, almost unfathomable standard "public interest" has been met.

The Commission would do well, with no loss of face or of new prestige it has acquired under the Porter chairmanship, to stop this dangerous flirtation around the fringes of the law. It should drop the almost ludicrous program "study". And it should forget its wholly un-American notion that the financial statements of stations should be thrown open to public scrutiny, another Durr inspired device.

A GI Looks at Caesar

WE HAVE RECEIVED recently from Sgt. Ralph S. Durkin, manager of American Expeditionary Radio Station WXLO, a letter in which a typical G.I. attitude toward James Caesar Petrillo is expressed.

Sgt. Durkin's letter, delayed in transit, referred to the KSTP Minneapolis case in which Stanley Hubbard, manager of that station, was required to install on his staff platter turners in order to conclude a strike called by the AFM. Says Sgt. Durkin: "If Petrillo continues his activity in radio it may mean that some day soon the individual broadcaster will have to go into the ditch digging business in order to pay the costs of running a radio station.

"Mr. Hubbard and his staff have my sincerest condolences and I hope soon they will be helped by some kind of legislation making it impossible for another 'Caesar' to come to the front in business."

Postman Rings Twice

HIS HONOR Justice Thurman Arnold, Esq., judge of the United States Circuit Court of Appeals, thumbed through the Constitution last week and resoundingly thwacked the Post Office Department.

In a scorching opinion, which was both an interpretation of the law and a thesis on freedom of speech and press, he reversed the decision of the Department and that of a lower court denying the publication *Esquire* second class mail privileges.

Frank C. Walker, who leaves the Postmaster Generalship June 30, had stated in his revocation decision that a magazine "is under a positive duty to contribute to the public good and the public welfare".

Such language as this employed as a device of censorship shocked many publishers.

It came as no surprise to broadcasters, who found that it possessed the same lyric qualities as "in the public interest, convenience and necessity".

Justice Arnold's intelligent opinion well may become another cornerstone bolstering the guarantees of freedom which were written into the Constitution. He said, in part:

"It does not follow that an administrative official may be delegated the power first to determine what is good for the public to read (hear) and then to force compliance with his ideas by putting editors (broadcasters) who do not follow them at a competitive disadvantage."

The parenthetical matter is ours. It is inserted to render the opinion more understandable to those who would undertake a censorship of American radio programs.

This opinion again emphasizes that radio is the first line of defense for the nation's press.

WE RECOMMEND AS just punishment for William Joyce alias Lord Haw Haw that he be required to spend his remaining days listening to a 33 rpm recording of one of Hitler's ranting speeches played at 78 rpm's.

Signoff for Steve

STEVE EARLY, who gave 12 years to the press and radio secretariat in the White House, has left that post to become a vice-president of Pullman Inc.

A man whose professional background was devoted to newspaper work and the movies, Mr. Early nonetheless had a sensible understanding of radio's place as a medium for national expression. He became, during the years of his service, a good friend of many broadcasters whose duties included covering the historic events incident to Mr. Roosevelt's tenure in the White House. He was at all times courteous to those from the broadcasting fraternity, sensitive to their problems, and cooperative.

His successor, Charlie Ross, is cut from the same pattern as Mr. Early. A man trained in the journalistic field, he has learned through the years, as radio has grown, that the medium's place in the affairs of the world is an important one. Broadcasters throughout the nation whose stations carried the many messages relayed by Steve Early, and the broadcasts arranged by him, may not have been as conscious of his efforts in behalf of radio as those with whom he came in daily contact in Washington. They have lost a good friend, but have gained a new one.

Our Respects To -

LESTER TOWNES HOPE

THIS is Bob Ultra-High Hooper, CAB, Sponsor Identification Hope, who's been on top in radio so long he's beginning to get a short wave in his hair.

Lester Townes Hope got his first notice in the birth reports of the local gazette of Eltham, Kent, England, datelined May 29, 1903. When England no longer could muddle through with the boy Lester, his dad packed his stone contractor slide rules, concert singer mother dropped her vocal cords into her trunk and the Hope family embarked for Cleveland.

After school Lester sold Cleveland papers, won prizes doing Chaplin imitations and legend has it, sang for his fare on streetcars. That soon same to a stop, however, and he took to butchering.

There the aroma of ham got into his blood. He and George Byrne started hoofing and blackfacing across the country. Meantime he had wearied of "Les Hope" or "Hope-less", so it was "Bob".

One momentous eve Bob announced the next week's bill and the audience convinced him he was better solo. After a while he got into big-time vaudeville, eventually forming his own company which included Edgar Bergen and Charlie McCarthy. Vaudeville led to New York and musical comedy, topped by "Roberta" in 1933.

About this time the singing of Dolores Reade, featured at the Vogue Club, reached his ears. When it reached his heart they got married and are living happily ever after.

Broadcasting was just coming into the spectrum. To Bob it was sporadic static, and the few appearances he made in 1935 with the Rudy Vallee show—"Quite often," he says, "once every two years"—were sidelines. Soon he had his own program, starring for Jergens, Woodbury, *RKO Theater of the Air* and others. In 1938 Pepsodent smiled upon him and signed him up.

He went on a coast-to-coast hookup of 55 NBC stations for that first show Sept. 27. When his first Hooper appeared Oct. 11 Hope crashed through with 13.3. Maybe radio was here to stay, he decided.

The movies took to him the same year. Now Paramount has just finished another "road" picture, "The Road to Utopia" with Bob and his favorite golf caddy, Crosby. "We'll be starting on the alleys next," he says.

Now the Pepsodent show reaches 22,000,000 ears glued to 126 NBC stations, as well as countless other millions tuned to shortwaves. In February last year Bob hit the peak Hooper for half-hour programs, a 40.9 rating.

Not content to bring laughs to civilians, he

(*Continued on Page 48*)

FROM THE INSTITUTE FOR EDUCATION BY RADIO—

AWARDS TO NBC OWNED AND OPERATED STATIONS AND CO-OPERATING ORGANIZATIONS

First Award, Religious Broadcasts: "SALUTE TO VALOR," planned and produced by National Council of Catholic Men. WEAF, New York, and NBC.

First Award, Women's Programs: "CONSUMER TIME," planned and produced by the War Food Administration. WRC, Washington, and NBC.

First Award, Public Discussion Programs: "UNIVERSITY OF CHICAGO ROUND TABLE," planned and produced by University of Chicago. WMAQ, Chicago, and NBC.

First Award, Programs for Use in School by Elementary Children: "STANDARD SCHOOL BROADCAST," planned and produced by Standard Oil of California. KPO, San Francisco, and NBC Pacific Coast network.

First Award, News Interpretation Programs: H. V. KALTENBORN, presented by Pure Oil Company. WEAF and NBC.

Honorable Mention, Cultural Programs: "WORDS AT WAR," planned by NBC and the Council on Books in Wartime. WEAF and NBC.

Honorable Mention, Personal and Family Life Programs: "THE BAXTERS," planned by National Congress of Parents and Teachers. WMAQ and NBC.

AWARDS TO NBC AFFILIATED STATIONS

First Award, Cultural Programs (three): "STAGE 45," CBL, Toronto, and CBC. "MULROONEY'S NEW YEAR'S PARTY," CBL and CBC. "MONTREAL DRAMA," CBM, Montreal, and CBC.

First Award, Programs for Use in School by Primary Children: "YOUR STORY PARADE: TEXAS SCHOOL OF THE AIR," planned and produced by Texas State Department of Education, WBAP, Dallas-Fort Worth, Texas, and Texas Quality Network.

First Award, Programs for Use in School by Junior and Senior High Pupils: "CONSERVING CANADA," produced by CBC. CBL and CBC.

Honorable Mention, Programs for Use in School by Elementary Children: "NEWS TODAY—HISTORY TOMORROW," planned and produced by Rochester public schools, visual education department. WHAM, Rochester, N. Y.

Special Mention, Personal and Family Life Programs: "ALCOHOLICS ANONYMOUS," planned, produced and broadcast by WWJ, Detroit, Michigan.

CITATIONS . . . JUSTIFIED

★

Once more, the National Broadcasting Company acknowledges critical recognition of its programming—with full acceptance of the fact that citations are incidental to popular acclaim . . . that the value of awards lies in disinterested improvement of *all* radio.

The Ninth Annual American Exhibition of Educational Radio Programs has honored NBC by 5 first awards and 2 honorable mentions to its owned and operated stations—by 5 first awards, one honorable mention and one special mention to NBC affiliated stations.

In accepting these educational citations, NBC wholly concurs in the Exhibition Judges' statement:

"The only justification for competitions such as this is to pay tribute to those deserving of it and to establish high standards of broadcasting toward which the entire industry can strive. Competitions . . . only for laurels to be used simply for publicity purposes . . . are not worthy of recognition by the industry."

. . .

NBC takes pride in the educational contributions of the entire American radio industry. For itself, it pledges emphasis on and continual improvement of outstanding educational and cultural broadcasting—as a proper complement to its schedule of America's most popular entertainment programs.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

"Now that we're alone at last . . . let's see what's on WJW"

Yes sir, WJW's programming is really *compelling.* A skillful blend of the best network shows and sales-building local productions continue to attract more and more regular listeners.

This kind of programming is another reason why WJW shows more consistent gains in listenership than any other Cleveland station—morning, afternoon and evening.

So—*{don't forget}*—the WJW staff is set up to handle any or all of your programming problems in the great Cleveland market.

BASIC Blue Network CLEVELAND, O

WJW 850

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Our Respects to

(Continued from page 46)

has traveled over a million miles to Army and Navy bases everywhere, made hundreds of transcriptions for Armed Forces Radio Service, played endless benefits, golf matches, hospital shows and sold War Bonds.

Here he has found a chance to carry out a war role that has brought joy and comfort to servicemen, and tributes from political and military leaders.

In War Bond campaigns Bob has been at his persuasive best. After his recent swing around the country for the Mighty Seventh he took a week of rest at home. Now he returns to Europe and this winter hopes to tour China, Burma and India.

When he left home for the last Bond trip, his two adopted youngsters, Tony 4½ and Linda 5½, waved goodbye to him. "Good-bye, Bob Hope," Tony yelled. Bob remembers that because it reminds him that he has given more time to Uncle Sam's boys and girls than to his own brood.

But the job he is doing has been far from thankless. "The greatest thrill I ever had," he said, while he was in Washington opening the Bond drive, "was at an Army hospital in Oakland. I was standing beside the bed of a kid who was just coming out of the ether after an operation. He had seen our show in the Pacific a few months before.

"Just as he opened his eyes, he looked up and smiled. He grabbed my hand and said 'Hello, Bob.' I asked him how he felt and he said, 'A lot better—now'."

And he recalls the nurse in the Pacific who said after a show, "It's a shame we can't bottle this and give it to them in small doses."

"When somebody says that to you," Bob says, "there is nothing you can say. There just aren't words."

Last May the Peabody awards group gave him a special citation "in recognition of his untiring zeal and the high level of entertainment in his camp tours here and throughout the world. The joy and strengthened morale which he has given to the men and women of the armed forces can never be measured." And for the fourth consecutive year newspaper radio editors and columnists voted him Champion of Champions along with two other awards—top place as comedian and best comedy show.

One of his proudest possessions is a letter he received from President Truman after the Hope cast had been entertained at the White House.

When Bob Hope is funny, he means it. And when he's serious, he means that even more. He knocks himself out laughing at the gags when the cast has a script reading. Often he reads lines of the others just to show them how funny they are.

He feels radio is a better medium for getting the personality across than the screen. When both are combined in television, Hope's Hooper should soar more than ever.

So we, too, say thanks for the memory, Bob Hope. For giving more than you can ever receive in return. For forgetting time and money at the peak of your career so that boy in Alaska would know he was remembered. For bringing a laugh to the GI on Mawi who wouldn't even smile for all the doctors and nurses there.

Thanks for bringing to radio your high standard of humor. For adding that extra "unknown quantity" to everything you do. For giving yourself above and beyond the call of duty and contract, we thank you so much.

CLEAR-CHANNEL coverage in the Philippines may be the mission of 1st Sgt. Victor A. Sholis, though this shot in shorts and bolo knife would belie it. Vic, former director of Clear Channel Broadcasting Service, sent this picture to former NAB President Neville Miller after seeing in BROADCASTING a shot of Miller, knees exposed, traipsing about the Egyptian pyramids (he was with UNRRA then). Sholis calls this a "snap of the warrior with all Hollywood props". To reach him: 1st Sgt. Victor A. Sholis, 33450675, 111th Sig. Rad. Intel. Co., APO 343, c/o Postmaster, San Francisco, Cal.

'Duffy's' Replacement

BRISTOL-MYERS Co.'s summer replacement for *Duffy's Tavern* will be *Correction, Please,* starting June 15, with Jay C. Flippen as m.c. Four men and women from the services and a civilian will be handed $10 and asked to bid for the privilege of answering questions. One who answers bonus question gets a $100 War Bond. Show originates from New York. It will run to Oct. 5 when *Tavern* returns. Agency is Young & Rubicam, New York.

first *in War!*

Frank Coffin, KGW head announcer, is shown with Cub Scouts of Pack Number 424, ready to tell the KGW audience about the national record their pack set in March, collecting paper. Thirty-eight youngsters, in a 45-day drive, accumulated more than 52 tons of paper. KGW presented the champions on a special show written by Evelyn Lampman, Continuity Chief.

first *in Peace!*

Twenty-two years ago, on December 2, 1923 to be exact, Y.M.C.A. "boy leaders", as they were called in the newspaper stories at the time, were initiated into the mysteries of radio on a personally conducted tour of the KGW transmitter and studios.

first *in Audience Influence!*

In the 23 years that KGW has served the Pacific Northwest, an entire generation of radio listeners has grown to manhood and womanhood relying on this station for the best in radio. Now their children have learned likewise to keep tuned to KGW, the station which best serves the interests of the entire radio audience, young and old. Radio advertisers will do well to take advantage of this long-established listener loyalty to KGW.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

PROGRAMS
(By NBC)
plus
POWER
(5000 Watts)
plus
POSITION
(600 Kc.)
equal
POPULARITY
PLUS!

WSJS
WINSTON-SALEM

5000 Watts
600 on the Dial

★

Represented by
HEADLEY-REED COMPANY

Robson Elected Radio Directors Guild Head

WILLIAM N. ROBSON, of CBS, and Ward Wheelock Co., New York, last Monday was elected president of the Radio Directors Guild. He succeeds Jerry Devine, production firm executive. Anton M. Leader, NBC, was elected vice-president; George Maynard, NBC, secretary, and Robert Lewis Shayon, CBS, treasurer.

Mr. Robson and Mr. Shayon, now on an overseas tour, are expected back about June 15. Members of the council, who continue in office for another six months, are Stuart Buchanan, Blue; Harold McGee, free-lance; Lester O'Keefe, J. Walter Thompson Co. and Theodora Yates, Benton & Bowles. Negotiations between the RDG and the networks on a standard contract are still at an impasse. Guild has requested postponement of further conferences, pending a meeting in about 10 days of the new executive council, comprising officers and council members.

ALLIED ARTS

ROBERT C. STRAUB has acquired full ownership of Straub & Getzoff, sales promotion agency, Chicago, which becomes Robert Straub & Co. Offices are at 111 W. Jackson Blvd.

HARRY MEYERSON, recently resigned West Coast recording manager of RCA-Victor division, Hollywood, June 1 joined Decca Records Inc. in an executive capacity with headquarters in New York.

ABEL BAER and **PETER de ROSE** have been reelected members of the ASCAP board of appeals representing writers in the popular field, and **HARVEY ENDERS** has been elected in the standard division. **LESTER SANTLY** of Santly-Joy was reelected and **SIDNEY KORNHEISER** of Burke & Van Heusen was elected for popular music publishers, with **JOHN SENGSTACK** of Clayton F. Summy & Co., reelected for the standard publishers.

LESLIE GORDON PHILLIPS, New York, literary agent, has established a special department to handle personal representation for script writers. Majority of Phillips clients will be members of the Radio Writers Guild, and a special effort will be made to adhere to minimum demands now being formulated by the Guild. Head of the new department is **MARTHA H. SNOWDEN,** free-lance script writer.

BRYAN DAVIS Pub. Co., publisher of Service and Communications magazines, effective July 2 will be located at 52 Vanderbilt Ave., New York 17.

DAN J. KELLY, formerly associated with newspapers and periodicals in an advertising capacity and more recently with the Tommy Dorsey and "Court of Missing Heirs" programs, has joined the sales staff of Basch Radio Productions, New York.

ASSOCIATED MUSIC PUBLISHERS, New York, has received renewals of licensing agreements from WSM WSJS WRAL WLAV WKBW WJZM WIBX WGTM WGR WGBF WFMJ WEOA WDEF WDBO WDBJ WCOP WCAX WBZ-WBZA WBOW WATR KYW KXRO KVOO KUIN KTUL KPMC KLZ KDKA KBON WGY WOKO.

JOHN NASHT, vice-president of Five Continents Publications, New York, media representative, is on an extended trip to Latin America setting up arrangements for the firm's Brazilian activities in radio, publication and advertising fields. Mr. Nasht is lining up available shows and arranging for radio staffs as well as research departments.

RCA Labs., Princeton, N. J., has received a fourth star for its Army-Navy "E" Flag for continued achievement in the war effort.

Perils of Travel

AFTER SCALING rafters of the Opera House in San Francisco for weeks installing lines for NBC, CBC and BBC for their coverage of the Conference, George McElwain, engineering field supervisor of KPO San Francisco, fell from a crowded San Francisco street car and broke his arm.

NEWS

TED MALONE, Blue correspondent who has been broadcasting thrice-weekly from Europe for Westinghouse Electric Corp., returned to the U. S. last week and is starting new cycle of five-weekly newscasts for W-E.

BILL SLATER, freelance sportscaster, has been elected president of the Sports Broadcasters Assn. Mr. Slater is covering Yankee games on WINS New York and handles "Opinion Requested" on Mutual. Other newly elected officers are **RED BARBER,** WHN New York, and **LOREN WATSON** (see page 56), vice-presidents; **JIMMY DOLAN,** CBS, treasurer; **HENRY VISCARDI,** MBS, secretary; and **GEORGE SCHREIER,** Blue Network, national corresponding secretary.

BILL SHADEL, CBS war correspondent in Europe, has returned to the U. S. after more than two years with fighting forces abroad. Mr. Shadel, who covered the Normandy landings a year ago for CBS, was with the 3d and 7th Armies and the 12th Army Group.

SAM GIFFORD, formerly with WWNC Asheville, N. C., is new day newsman with WOWO Ft. Wayne, Ind.

LARRY TIGHE, Blue war correspondent who has been vacationing in San Francisco, has returned to Guam to resume coverage of the Pacific war for the network. **HERBERT CLARK,** Blue correspondent who has been covering the war in Germany, is headed for Spain on special assignment. Mr. Clark is to do a series of broadcasts describing Franco and the Spanish political situation.

ROBERT F. HURLEIGH, former AP reporter and WBBM Chicago commentator, to WGN Chicago as newscaster.

TOM McCLOWRY, former news editor of WAKR Akron, has been appointed assistant advertising manager of the Storm King Co., Akron.

HAL TOTTEN is now farm director of WGN Chicago. Effective with his appointment June 4, WGN began a new noontime "Farm Market Reporter", 12:15-12:30 p.m. Monday thru Saturday.

SLOAN FINLEY, formerly with WMC Memphis, is now sports announcer with the Armed Forces Network in London.

PAUL BOLTON, news editor of KTBC Austin, Tex., has returned to the station from UNCIO.

HARRY FLANNERY, CBS Hollywood news analyst, is on an eight week overseas tour through the Balkan states and Egypt.

WILLIAM (Archie) HALL, former news editor of KMPC Hollywood; **ROY DRUSHALL** and **HUGO CARLSON,** announcers of Blue Hollywood and KGO San Francisco, respectively, have been added to Blue Hollywood newsroom staff.

ROBERT BENTLEY, former program director of WCPO Cincinnati, radio editor of the Cincinnati Enquirer and WSAI newscaster, has joined the news staff of WLW Cincinnati.

COOPERATING so that Baltimore listeners can find their accustomed programs after June 15, when WCBM leaves Blue to join Mutual and WFBR leaves Mutual to join Blue, both stations are announcing following network programs that "after June 15 you can hear this program on . . ."

ADMIRAL Corp., Chicago, has declared a 12½% dividend per share to go to all stockholders on record as of the close of business June 15.

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

RICHMOND
LOCATED MIDWAY
BETWEEN THE
NORTH AND THE
SOUTH

Had 65,920 Radio Homes in Richmond and Henrico County in 1944.

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

Bill Stern · Dinah Shore · Bing Crosby · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

WHBQ

Your MUTUAL Friend

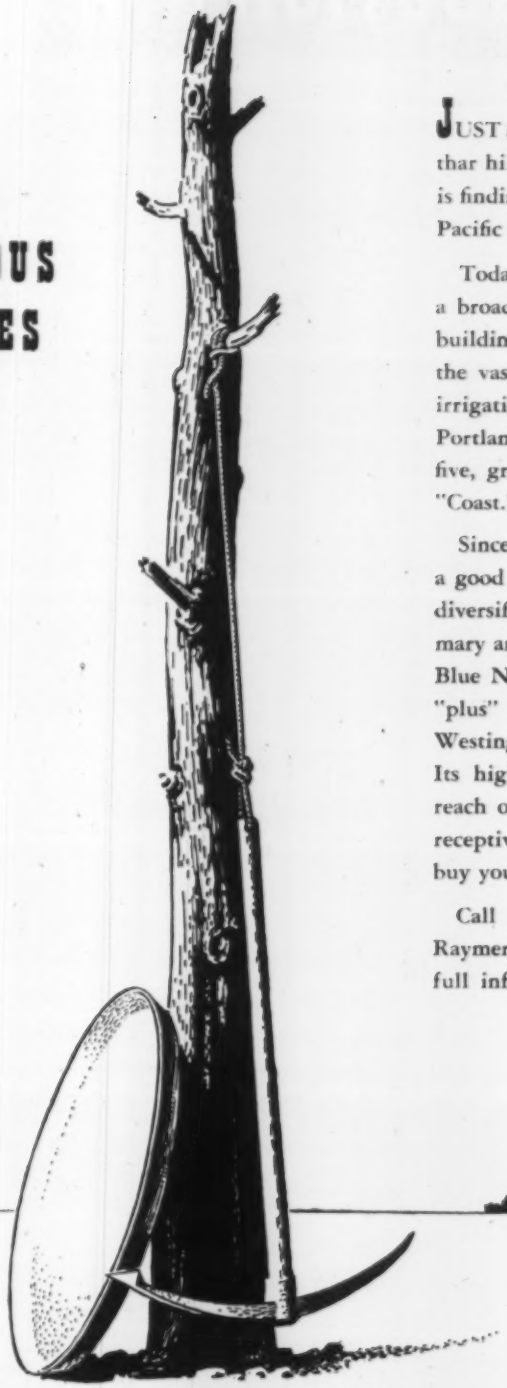
E. A. ALBURTY, Gen. Mgr.

Memphis, Tennessee

Now Available
Top ranking show with a known audience
5.1
Says Oct.-Feb. Hooper
THE JOE MANUEL SHOW
Mon. thru Sat. 11:45 am
For low talent cost call WHBQ or Rambeau

REPRESENTED BY RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

THE FABULOUS FORTIES



JUST as the 'Forty-niners found "gold in them thar hills," so a greatly augmented population is finding a lush and abiding prosperity in the Pacific Northwest, a century later.

Today's prosperity, however, is built upon a broader and more permanent base . . shipbuilding, lumbering, fruit-growing, fisheries, the vast resources of mighty dams providing irrigation and cheap hydro-electric power. Portland, Oregon, is at the center of one of the five, great, metropolitan communities on the "Coast."

Since 1940, its population has increased by a good third. Some 660,000 people, in widely diversified lines of endeavor, live in the primary area of Station KEX, in Portland. KEX, Blue Network affiliate, offers as a substantial "plus" the advantages of membership in the Westinghouse group of broadcasting stations. Its high-calibre programs are within radio-reach of 175,000 prosperous homes . . homes receptive to your sales-message, amply able to buy your product.

Call upon KEX, Portland . . or Paul H. Raymer Co., National Representatives . . for full information, and availabilities.

WESTINGHOUSE RADIO STATIONS Inc

KYW • WBZ • WBZA • KDKA • WOWO • KEX

KEX
PORTLAND OREGON
5,000 WATTS

REPRESENTED NATIONALLY BY NBC SPOT SALES — EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

...Nero may have played it while Rome burned

The Roman double oboe took so much wind to play that some enterprising piper added a leather bag to reinforce his lung power... and thus the first bagpipe was born! History records the instrument first when Nero's biographer said the emperor played the bagpipe to celebrate his victories at the games. Since the fiddle was still unknown at the time of Nero's reign, perhaps he played the bagpipe while his capital burned.

Irish whisky and Irish bagpipes

The bagpipe made its first appearance in Ireland in the 5th century. Like Irish whisky, it was used most commonly at "social" occasions and at wakes. Also like whisky, the pipes became popular in Ireland before they were introduced into Scotland.

In the 14th century, when the pipes were brought from Ireland to Scotland, they became military instruments, and are used as such to this day. The Irish and Scottish versions of the pipes were composed of oboes and clarinets, rather than oboes alone.

Plenty of food, wives, and bagpipes

Originally a folk instrument, in early-modern Europe the bagpipe became a court favorite. Records show that King Henry VIII kept no fewer than five bagpipes at his court.

When the "fad" for stringed instruments started in the early 17th century, the bagpipes gradually lost their popularity—except in Scotland and Ireland, where a "bonnie" piper is still an envied man.

The shrill skirls and low drones of the bagpipe, rising from a whisper to a shriek, are best transcribed by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED

233 BROADWAY, NEW YORK, N. Y.

PRODUCTION

LYMAN BRYSON, CBS director of education, left New York June 8, broadcast "Problems of Peace" from Chicago June 10, will participate this week in the annual radio institute conducted by KOIN Portland, Ore., and make his Saturday ("People's Platform") and Sunday broadcasts from Portland. He will take part in a second radio seminar under auspices of KMBC Kansas City and conduct his "People's Platform" from Kansas City June 23. He returns to New York June 25 via Chicago.

ALLAN EARLE, announcer formerly with WBRE Wilkes-Barre and WAZL Hazleton, Pa., to WJJD Chicago.

ROY McKEE, former announcer of WBAP Fort Worth, has joined WBBM Chicago.

DEL DONAHUE, former parttime m.c. with WSUI Iowa City while attending the U. of Iowa, is now announcer with WMT Cedar Rapids.

TOM MOORE Jr., released from the Army Air Corps, is new member of KTBC Austin, Tex., announcing staff.

DICK ELLIOTT, Blue central division announcer, and Dorothy Traeger are to be married in Davenport, Ia., June 18.

FRED SCHILLING, staff announcer of WWNY Watertown, N. Y., has been appointed night program supervisor. **ROSEMARY WOLF** is new music librarian. **DORIS CROYLE** shifts from assistant traffic manager to continuity chief.

JOSEPH KELLY, ex-serviceman and former speech instructor, has joined KGVO Missoula, Mont., as announcer.

GENE MORRIS, winner of the KGVO radio journalism scholarship at Montana State U., joins the continuity staff for the summer.

SETH GRAINER, pianist, June 16 becomes music director of KMOX St. Louis, succeeding **BEN FELD.**

JACK SEXTON, for two years announcer with KMOX St. Louis, has been appointed program manager.

RICHARD DALE JOHNSON, formerly with KRIS Corpus Christi, Tex., and KOB Alburquerque, N. M., to WDSU New Orleans as announcer.

BERTHA PORTER has joined the music department of WDRC Hartford.

ROBERT CAMPBELL, announcer of KFI Los Angeles, has shifted to NBC Hollywood replacing **DON STANLEY,** now in the Army.

GEORGE SANDERS, former announcer of WKBN Youngstown, O., has joined KWKW Pasadena, Cal.

HOYLAND BETTINGER, director of program operations of WRGB Schenectady, G-E television station, resigned as of June 1.

JOHN K. CHURCHILL, CBS director of research, is the father of a girl born April 26.

ALBERT MOORE Jr., CBS assistant studio supervisor, is the father of a boy born May 15.

ARLENE LESLIE of the WOR New York transcription library is winner in a nation-wide contest sponsored by Song-Hit Guild for her song "You're Pretty Good", to be published by Santly-Joy and for which she received a $200 advance royalty check.

MAX BURTON, formerly with WNYC New York, has joined the writing staff of WNEW New York.

BERNARD BROWN succeeds **SAM GIFFORD,** resigned, as announcer with WWNC Asheville, N. C.

WILLIAM A. DOLLAHITE, announcer with WROX Clarksdale, Miss., June 1 married Mae Adams of Vance, Miss.

BOB PHILLIPS, formerly with KGO San Francisco, to KPRO Riverside, Cal., as announcer and m.c.

JAY STEWART, announcer of KNX Hollywood, is the father of a girl born May 27.

HELEN J. SIOUSSAT, CBS director of talks and author of "Mikes Don't Bite", has been elected to honorary membership in the International Mark Twain Society, literary organization.

BASIL THORNTON, former manager of BBC's German service, after a short stopover in New York, is en route to Argentina as BBC representative replacing **C. B. GORTON.**

WILLIAM W. HARVEY, formerly of WBRY Waterbury, Conn., to announcing staff of KYW Philadelphia.

LOU CLEMENS, new to radio, has joined KLBM La Grande, Ore., as announcer.

BILL DUNN, former announcer with WKBN Youngstown, O., released from the AAF, has returned to the station.

ROBERT BROWN, producer of Wrigley CBS programs "The First Line" and "Service to the Front", originating in Chicago, has resigned effective June 1. He was with CBS 16 years. New producer for series is his former assistant, **TED ROBERTSON.**

HELEN TAYLOR, director of women's activities and commentator of WPAT Paterson, N. J., is receiving from some 20 women's organizations a plaque citing her efforts "to enlighten the American housewife on the vital issues of today" and for promoting women's rights in political activity.

GILBERT SELDES, CBS director of television programs, June 12 is to speak on television before Los Angeles advertising group and the following day to address the San Francisco Adv. Club. Later in the week he will discuss television with a group of Hollywood writers and directors, returning to New York for an address June 23 at meeting of Independent Citizens Committee of Arts, Sciences & Professions.

ELAINE GERHART has joined the program department of KYW Philadelphia.

MILDRED HANNA, secretary to **JOHN E. SURRICK,** sales director of WFIL Philadelphia, and **WILLIAM A. FARREN,** WFIL announcer, disclosed that they have been married since January 13.

COMMERCIAL

ROBERT W. CARPENTER, for two years with the American Red Cross in Europe and Africa and previously with CBS, WBT Charlotte and KMOX St. Louis, has joined the station relations division of Mutual as southwestern regional representative.

MARVIN BRIGGS and **ALLAN GILMAN** have joined KWKW Pasadena, Cal. as account executives.

CHARLES GOODMAN, former account executive with D'Arcy Adv., St. Louis, to Mutual Chicago office in similar capacity.

JOE L. JERNEGAN, for 24 years with John B. Woodward Inc., Chicago newspaper representative, has joined Don Lee Broadcasting System, Hollywood, as account executive.

WILLIAM ROETTGER is now a member of the advertising staff of WDSU New Orleans. **CHARLES PRICE** has been promoted to sales manager in charge of the advertising department.

RAY LINTON has joined Keystone Broadcasting System as account executive, with headquarters in New York. Active in radio sales and management for 15 years, Mr. Linton is former vice-president of John Blair Co. He also has headed his own station representative firm.

HOWARD HOLSHOUSER, formerly with the advertising departments of KOIL Omaha and KFAB Lincoln, Neb., and now in the Eighth Air Force, has been promoted to major.

JOHN EVANS is new member of the sales staff of WPAR Parkersburg, Va.

FRANK W. KAULL, sales manager of KLO Ogden, Utah, has been elected president of the Ogden Advertising Club for 1945-46.

C. A. (Pete) YOUNG, former professional football player, to commercial staff of WSAZ Huntington, W. Va.

LOU LONDON, program director of WPEN Philadelphia, has transferred to the sales staff.

INTERMOUNTAIN Network, regional chain comprising MBS stations KALL KLO KID KOVO KVRS KVNU KOAL, has appointed Adam J. Young Jr. Inc. as exclusive national representative effective June 15.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

●

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

NBC Thesaurus *presents:*

..re-discovered music
of early vaudeville days

MUSIC HALL VARIETIES . . . newest of the new series of NBC THESAURUS program organizations . . . colorfully records the authentic music (every precious note) of the heyday of early vaudeville. Music as it was played during the unforgettable era of 1905-1920 by pit orchestras of those days.

MUSIC HALL VARIETIES: truly a wealth of re-discovered music, inherited exclusively by NBC THESAURUS subscribers. Here is how it came to be:

'Norman Cloutier combed NBC's music files, rummaged through attic trunks in musicians' homes and came up with armfuls of hard-to-find, original scores. Fourteen of radio's best musicians were selected and put under the leadership of "Professor" Patrick Ciricillo, who gave the downbeat.

Out came the nostalgic melodies of the early 1900's. Basso Profundo John Barton, the Knickerbocker Four, and Betsy White added further spice to this entrancing music.

THIS IS THE SPIRIT OF MUSIC HALL VARIETIES: music that carries you back to plush seats, acrobats, xylophonists and gypsy dancers . . . descriptive melodies which NBC THESAURUS has recorded in their original form. 106 selections for volume programming . . . colorful scripts to build top-notch commercial programs, each with the hallmark of THESAURUS . . . America's Number 1 Musical Program Service.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

KOIN
Our Thought, Effort and Facilities...
Pledged to Victory!
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

GOING PLACES FAST IN IDAHO

KSEI
POCATELLO · IDAHO

MUTUAL NETWORK
Now On
WMOH!
Over 160,000 Radio Homes In .5 MV/M Area!
WMOH
Hamilton, Ohio

Promotion

A SERIES of school music programs composing a public service and promotion project has just been completed by KFNF Shenandoah, Ia. Station offered a half-hour to each of 25 schools March 5 through May 11 in a contest for the best musical performance. Winning musical groups were selected on the basis of number of listener letters received. War Bond prizes were awarded three winners, each of which drew more than 2,000 letters.

Talent Development

TO TRAIN and develop local volunteer talent, McClatchy Broadcasting Co., Sacramento, Cal., is organizing radio theater groups at each of its five affiliate stations. Frances Frater, formerly in charge of radio education for Sacramento public schools and previously assistant to Judith Waller, NBC Chicago public service director, in connection with the network's summer radio institutes, is supervisor of the overall program. Training staff includes DeMarcus Brown, KWG; Elizabeth Kirchner and Robert Rees, KMJ; Al Gregory and Mary DeArmand, KERN.

Blue Newsmen

BLUE Network emphasizes freedom of expression enjoyed by its newsmen in a brochure. "So we put away our bugle . . .". Copy tells how network has refrained from taking promotional advantage of its commentators' achievements, and instead has settled down "to figure why these men . . . consistently do such a bang-up job."

Beauty Contest

FOR the fourth consecutive year WCKY Cincinnati is sponsoring the search for "Miss WCKY, Greater Cincinnatti 1945" who will later be entered in the "Miss America" contest at Atlantic City. Station will give winner complete wardrobe and pay for all expenses at the national contest.

KTUC Sketch Book

SOUVENIR sketch book of Tucson, Ariz., has been prepared by KTUC Tucson to tell in pictures the story of the "The Sunshine City of America". Pencil sketches show points of interest, principal buildings and institutions. Word description and background material accompanies pictures.

WJR Booklet

BOOKLET has been prepared by WJR Detroit on "What Mr. Hooper Found", presenting extensive data for most programs on urban audiences plus a number of questions and answers on comparable coverage with other stations in outside areas.

WLW Exhibit

IN OBSERVANCE of radio's 25th Anniversary, the Crosley Corp., WLW Cincinnati licensee, is presenting a display at the station of equipment used through the years as the art has developed.

KBS Newsletter

KEYSTONE Broadcasting System, New York, is distributing a newsletter covering activities of KBS affiliates and general industry news angled to illustrate the value of advertising in the small market.

WCOP Campaign

A TWO WAY advertising, promotion and publicity campaign pointed at both the listener and advertiser is being conducted by WCOP Boston in connection with joining American-Blue June 15.

WBBM Folder

WBBM Chicago has issued a two-page folder calling attention to the importance of its local program popularity in determining ratings for network programs in the same market.

WCCO Report

FOLDER reporting latest CBS Listener Diary study for WCCO Minneapolis has been issued by the station. Featured is audience standing with farm as well as city listeners.

Promotion Personnel

PHILIP J. REILLY, former freelance promotion man in Washington, has joined WINX Washington as director of promotion and publicity.

BOB BREEN, released from the Navy and holder of the Distinguished Service Cross, Bronze Star and Purple Heart, is now with the merchandising department of WMT Cedar Rapids, Ia.

BARBARA KINNEY of the KGO San Francisco promotion staff, is to marry Lt. Frank Chilton, USNR.

AUBREY WICE, formerly of the CBC, Toronto, has joined CKEY Toronto, as publicity director succeeding **JIM MATTHEWS** who joined J. J. Gibbons Ltd., Toronto agency.

JUNE AULICK, staff writer of CBS press information, was married to George Clinton McKinley of Westerly, R. I., on May 26.

JEAN STOUT BROWN, freelance publicity consultant, has been retained to handle publicity for WMT Cedar Rapids, Ia.

Employment Application

EMPLOYMENT application blank is form for novel promotion piece put out by WOR New York, represented as seeking "employment" from new clients. Section for listing previous employers and length of employment is used to insert WOR accounts and number of years on the air. R. H. Macy & Co., and L. Bamberger & Co. are listed as parents, its FM and television stations as children. Ted Fisher, Ruthrauff & Ryan, and Carlos Franco, Young & Rubicam, are given as names of two people (not relatives) who have known WOR for over a year. Question replies are inked in, reproduced by offset.

WMAQ Drug Relations

FOLDER telling how WMAQ Chicago builds sales for druggists has been issued by the station. Included is description of ways WMAQ handles trade relations, builds promotion and ties-in with druggists and their products.

Program Promotion

FOLDER promoting sponsorship for "Serenade to America", new 25-minute musical program on WEAF New York. NBC key, has been distributed by the station.

Program Folder

NEW program schedule has been issued by WRRF Washington, N. C., including coverage map and other market data.

Scripts "Rariora"

RADIO SCRIPTS dealing with world-shaking events are historical pieces and collectors' items, according to Randolph G. Adams, director of the William L. Clements Library of Rare Americana at the U. of Michigan. WWJ Detroit helped Dr. Adams begin his "potential Americana rariora" collection by giving him the AP and UP flashes of President Roosevelt's death, along with scripts by Austin Grant and Harold True, WWJ newscasters, and the NBC account of the three-day handling of the event. Dr. Adams is also interested in recordings of broadcasts.

WIP Philadelphia starts its summer workshop June 27, to be in session to Aug. 23, on Wednesday and Thursday 7-10 p.m. Edward Wallis, WIP program director, will teach programming and production. Sam Serota, WIP director of educational activities, is to be in charge of announcing, acting, script writing.

Serving THE "HEARTLAND"
SOUTHERN MINNESOTA
NORTHERN IOWA
kglo
MASON CITY Iowa

KGLO *serves* "Heartland" listeners by bringing them the latest news, favorite CBS and local programs plus many hours of public service broadcasts. Prosperous "Heartland" folks show their appreciation for this service through their purchases of KGLO-advertised products.

Our efficient Merchandising Department *serves* by promoting advertisers' products among jobbers and dealers. The facilities of KGLO are at YOUR service. Write or wire for availabilities or ask your Weed & Company man.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

kglo
MASON CITY Iowa
1300 K.C. 5,000 Watts
CBS Affiliate
Weed & Company, Rep.
A Lee STATION

for the people... by the people...

THE morning V-E day was officially announced, WLAC was ready . . . and had been ready for months . . . to bring the long-awaited news to its listeners.

Loud speakers, piped from WLAC studios, had been installed in Nashville's business area . . . and, as the history-making news poured out of these WLAC speakers, thousands of office, store and factory employees learned the glad tidings for the first time! Later that day, man-on-the-street reporters added the excited comments of the cheering, flag-waving throngs to WLAC's V-E day coverage.

On occasions such as this, radio gives unquestionable proof of its tremendous public service . . . *for* the people . . . *by* the people!

"Gateway to the Rich Tennessee Valley"

WLAC
NASHVILLE

50,000 WATTS
CBS AFFILIATE
Represented by the Paul H. Raymer Co.

WHO SAYS INFLATION?

All day long

W-I-N-D

delivers

79%

MORE AUDIENCE PER DOLLAR

NOW IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

Chicago

5000 WATTS • 560 KC

24 HOUR NEWS SERVICE
AP • INS • UP

NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

AGENCIES

V. T. NORTON has been elected vice-president and director in charge of the Chicago office of Kenyon & Eckhardt, New York. Mr. Norton is former vice-president in charge of sales division of Cudahy Packing Co., Chicago, and also assistant to the president of Jewel Tea Co. He succeeds **CHESTER FAUST**, resigned.

COL. WALTER SULLIVAN, executive officer of the Pennsylvania State Selective Service Headquarters, formerly stationed at Harrisburg, has rejoined Young & Rubicam, New York, as vice-president and director of personnel, a new post.

LT. COL. VIC GEORGE, president of Whitehall Broadcasting, Montreal, has been promoted to commander of Canadian Radio Broadcasting Unit No. 1 of the Canadian Army. He will have charge of establishing small stations in the area of occupation forces in Germany for entertainment of Canadian troops.

LOREN (Bud) WATSON Jr., UP radio sports editor, will join Maxon Inc., Detroit, July 1 to write commercials for sports broadcasts sponsored by Gillette Safety Razor Co. **DEAN MILLER** of UP radio news staff succeeds him as sports editor of radio service.

SPARE Time Art Show, run for employes by McCann-Erickson, was won by Copywriter Jim Chichester (center) for portrait of Fritz Hellman, a fellow-copywriter. Ginny Simms and Col. Stoopnagle, judges, give smiling approval.

GLEN SAMPLE, partner of Dancer-Fitzgerald-Sample, Chicago, and commander in the Navy, has been released after almost three years of service. He has returned to Chicago.

SEIDEL ADV., New York, has resigned account of Famous Fairsex Inc., retail firm.

NOBLE-DURY & Assoc., Nashville, Tenn., new agency, has been organized by **ALBERT NOBLE** and **J. W. DURY** and will service radio accounts with other media. Mr. Noble has handled national and local advertising for WLAC Nashville.

HOWARD TULLIS, head of his own Los Angeles agency, and **RUTH HARRISON**, Hollywood talent agent, were married in Beverly Hills, Cal., June 3.

VIRGINIA ANNE FAIRFIELD, formerly of The Biow Co., Hollywood, has joined copy staff of Pacific Coast Adv., Los Angeles, succeeding **JESSE CLOUD**, now with BBDO, New York.

JACK GRAY, San Francisco copy writer of Ruthrauff & Ryan, has shifted to the agency's Chicago office.

W. ROBERT MITCHELL, formerly with McCann-Erickson, New York, and **ROBERT A. HUNTER**, released from the Army, have joined the New York office of Grant Adv. as account executives. Mr. Hunter was formerly with Ruthrauff & Ryan, New York.

KIRBY HAWKES, program director of Benton & Bowles, New York, has resigned.

HUMPHREY M. BOURNE, former executive of Dan B. Miner Co., Los Angeles agency, has joined Hillman-Shane-Breyer, Los Angeles, in charge of copy for food accounts.

DONALD F. GORDON, formerly of Wilson Bros., Chicago, and recently released from the AAF after three years overseas, has joined Charles Daniel Frey Adv., Chicago, as copy writer.

JAMES M. CECIL, president, Cecil & Presbrey, New York, and Mrs. Tamara Scott are to be married June 21 in New York.

JOHN HENDERSON HINES, radio production manager, Kenyon & Eckhardt, New York, and Frances Campeau Alexander were married June 2 in New York.

RICHARD NICHOLLS has resigned as radio director of Donahue & Coe, New York. **TOM LYNCH** is timebuyer for the agency, with **A. C. RIGROD** handling radio activities of motion picture accounts.

JEROME BROOKS, until recently chief of production of the OWI Domestic Radio Bureau in New York and formerly with Benton & Bowles radio department, is now a private in the Army Air Corps stationed at Kessler Field, Biloxi, Miss.

ERIC CHOYCE, Toronto, and **ARTHUR M. GRIFFITH**, Montreal, have been elected to the board of directors of Cockfield, Brown & Co. Mr. Choyce has been with the agency since 1930, part of the time in charge of the London, England, office, returning when that office was closed at the outbreak of war in 1939. Mr. Griffith has been an account executive at the agency's Montreal head-office since 1927.

J. WALTER THOMPSON Co., Chicago, has been elected to membership in the Chicago Automobile Trade Assn. by the board of directors. First to be admitted to membership in the association, agency handles national account of Ford Motor Co. and serves local Ford branches and dealers throughout the country.

AUBREY C. PECK, released from the Canadian Army after recovering from wounds received in Normandy, has rejoined Stewart-Lovick, Vancouver, as account executive.

JIM MATTHEWS, public relations manager of CKEY Toronto, has joined the production department of J. J. Gibbons Ltd., Toronto.

NEVILLE & SCHWEIGER has moved to larger offices in the Lincoln-Liberty Bldg., Broad and Chestnut Sts., Philadelphia.

HARRY W. WENGER of Al Paul Lefton Adv., Philadelphia, has joined Philadelphia Inquirer as assistant to the promotion manager.

EDWARD ROYAL, partner in Royal & De Guzman, New York, has been named director of the research department, now being expanded. Mr. Royal is the son of **JOHN F. ROYAL**, NBC vice-president in charge of television.

WILLIAM RENNER, released from the Navy, has joined Wolfe-Jickling-Dow & Conkey, Detroit, as production manager.

TODD BRANSON, former newscaster and special events announcer with WPEN Philadelphia, to Lee Donnelley Adv., Cleveland.

E. T. HOLMGREN, former advertising manager, Wood Conversion Co., St. Paul, to Melamed-Hobbs, Chicago and Minneapolis advertising and marketing organization, as account executive.

HAROLD H. PATTERSON, formerly of Blue sales staff, has joined BBDO Los Angeles as account executive and is assigned to Royal Crown Bottling Co. account for western states.

LARAINE STEWART, account executive of MacWilkins, Cole & Weber, Portland, Ore. has been elected president of the Portland Women's Adv. Club.

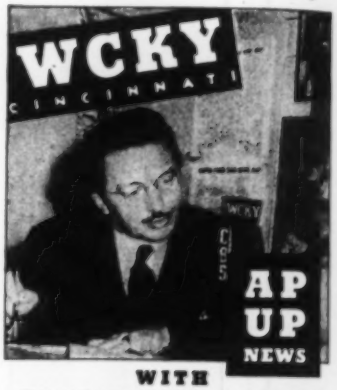
BURTON E. EBERT, formerly in charge of research and marketing of Scott Paper Co., has joined Ivey & Ellington, New York, as research director, a new post.

P. N. BERRY, former De Soto sales manager, has joined J. Walter Thompson Co., Detroit, as assistant account executive serving Ford branches and dealers.

CHNS

HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York



WITH
REX DAVIS
4 TIMES DAILY

WJHP
JACKSONVILLE FLA

NORTHERN FLORIDA'S BEST RADIO "BUY"
• Send for Details •

Represented by
JOHN H. PERRY ASSOCIATES

5000 WATTS 1330 KC
WEVD
ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

SIDE SHOW OR "BIG TOP"?

Like the small boy who wants to get the most for his money at the circus, the shrewd radio advertiser chooses the station with the three ring combination . . . *coverage*, *programs*, and *promotion*.

For top performance in all three, WIBC offers the lowest frequency of any Indiana station, on a clear channel, programs that sell, and promotions that have received national award.

JOHN BLAIR & COMPANY, *National Representatives*

1070 KILOCYCLES • A CLEAR CHANNEL • 5000 WATTS

Owned and Operated by the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

SPONSORS

STRATOLINE division of S. Buchsbaum & Co., men's belt manufacturer, is planning an intensified advertising campaign to include radio. Present plans call for transcribed spots featuring "Jimmy Evans' Sport Oddities" on Chicago stations and for expanded campaign in larger cities by Christmas. Agency is Irving J. Rosenbloom Adv., Chicago.

K. C. TITUS, formerly with WCCO Minneapolis, and more recently with Knox-Reeves Adv. and McCann - Erickson, Minneapolis, has been named advertising manager of The Perfex Co., Shenandoah, Ia., household cleanser manufacturer. Firm has just added KFPW Ft. Smith, Ark., KWFT Wichita Falls, Tex., and the Arrowhead Network, Duluth, Minn., to radio schedule of 30 stations in central west. Agency is Buchanan-Thomas Adv., Omaha.

Mr. Titus

HOWARD P. ABRAHAMS, for two years on the retail advertising staff of the N. Y. Times, previously with Bloomingdale's and Ludwig Baumann, New York department stores, has been named advertising director of I. J. Fox Inc., New York, fur store chain, a spot radio advertiser. Mr. Abrahams succeeds **LEW KASHUK**, who now has his own agency.

WILLIAMS WATER PROOF Co., Los Angeles (roofing), on June 1 started twice-daily five-minute newscast on KWKW Pasadena, Cal. Contract is for 13 weeks. Allied Adv. Agencies, Los Angeles, has account.

SEALSAC Inc., New York, maker of food and utility covers, on July 3 for 13 weeks starts participation twice weekly in "Man About Town", half-hour program on WQXR New York. Agency is Ray-Hirsch Co., New York.

GENERAL FOODS Corp., New York, has signed a 78-week renewal contract effective July 2 for the Maxwell House coffee program on WQXR New York, "Dinner Concert", six-weekly half-hour series. Agency is Benton & Bowles, New York.

HAAS BROS., San Francisco (Trupak Fine Foods), has started "Date With Don" on KGO San Francisco, five weekly 11:15-30 a.m. Contract placed by Leon Livingston Adv., San Francisco.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (MCP powdered pectin), in a five-week campaign starting June 25 will sponsor daily participations in "This Woman's World" on KFPY Spokane. Firm starting June 18 will also use a total of 39 chain breaks on KHQ KGA. Agency is Charles H. Mayne Co., Los Angeles.

SALERNO-MEGOWAN Biscuit Co., Chicago, has renewed "Songs You Remember" effective May 28 for 52 weeks on WGN Chicago, four-weekly 10-10:15 p.m. (CWT). Agency is Schwimmer & Scott, Chicago.

THE MOXIE Co., Roxbury, Mass. (beverages), through Kelly-Nason Inc., New York, has signed for nine spots weekly for 13 weeks on WHYN Holyoke, Mass.

TEKSEED HYBRID CORN Co. has signed to sponsor for 13 weeks on KFAB Lincoln, Neb., "Smilin' Ed McConnell" in "Hymn Time", quarter-hour series distributed by Charles Michelson Radio Transcriptions, New York.

RENSIE WATCHES Co., New York, has appointed Weiss & Geller, New York, as agency. Radio may be used.

NEBLETT Radio Productions, Chicago, has sold transcribed series "Louise Massey and the Westerners" to KRSC Seattle for Seattle Automobile Dealers on contract for 52 weeks, five-weekly; KOH Reno, for Harold's Club, 52 weeks, three-weekly; and to KVOR Colorado Springs, for Modern Service Co. (radio and home appliances) 13 weeks. Sales were direct. Additional stations just contracted for "So the Story Goes" are WTBO Cumberland for Medical Arts Pharmacy, 39 programs, and WHP Harrisburg for Hershey Ice Cream Co., 52 weeks, three-weekly.

CHAMBERLAIN SALES Corp., Des Moines, began sponsorship June 4 of three spots weekly for 52 weeks thru BBDO Chicago on following stations: KPO KGNC KFPY KOIN KGIR KPFA KRBM WFAA KSL KIRO KVOO.

MORTON Mfg. Co., Lynchburg, Va., has appointed J. M. Mathes Inc., New York, to handle advertising campaigns for two subsidiary cosmetic companies, the Nite Stik Co., effective June 1, and the Snow White Products Co., starting Sept. 1. Radio is said to be considered.

TURCO PRODUCTS Inc., Los Angeles (household cleanser), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising and sales promotion on consumer package goods. Media selection is pending completion of new package design. Riordan & Messler, Los Angeles, will continue to service industrial advertising.

PACIFIC BREWING & MALTING Co., San Francisco, has started "Song and Story Hour" with Perry Askam on KQW San Francisco, Sun. 5-5:30 p.m. Contract for 13 weeks placed thru C. H. MacDonald Agency, San Francisco.

MIDWEST Mfg. Co., Detroit (waxes, polishes), has placed its account with Gleason Adv., Detroit. Radio budget of $2,000 is said to be planned.

EDWARD MILLS, vice-president of Van de Kamp's Holland-Dutch Bakeries Inc. (chain store), has been elected president of Los Angeles Advertising Club. **T. L. STROMBERGER**, account executive of West-Marquis, was elected secretary-treasurer.

WRIGHT AERONAUTICAL Corp., Paterson, N. J., is sponsoring boxing bouts from Queensboro Arena, L. I. City, on WINS New York from 9:30 p.m. to conclusion as part of its drive to recruit workers. Agency is Burke Dowling Adams, Montclair, N. J.

HUGGINS-YOUNG Co., Los Angeles (coffee), in a four-week campaign on June 4 started Cedric Foster-Commentator, thrice-weekly on KHJ Hollywood. Agency is Glasser-Gailey & Co., Los Angeles.

L. DEMARTINI Co., San Francisco, (packaged salted peanuts, mixed nuts), has appointed N. W. Ayer & Son, San Francisco, to place advertising.

FRONTIER FOODS, Phoenix (potato chips), has appointed Garfield & Guild Adv., Los Angeles, to handle advertising with plans to include use of Arizona Network.

GOLDEN WEST BREWING Co., Oakland, Cal., has appointed Knollin Adv., San Francisco, to handle advertising.

CAL-RAY BAKERIES, Glendale, Cal. (cookies), with distribution in California and Arizona, has appointed Garfield & Guild Adv., Los Angeles, to handle advertising. Radio is considered.

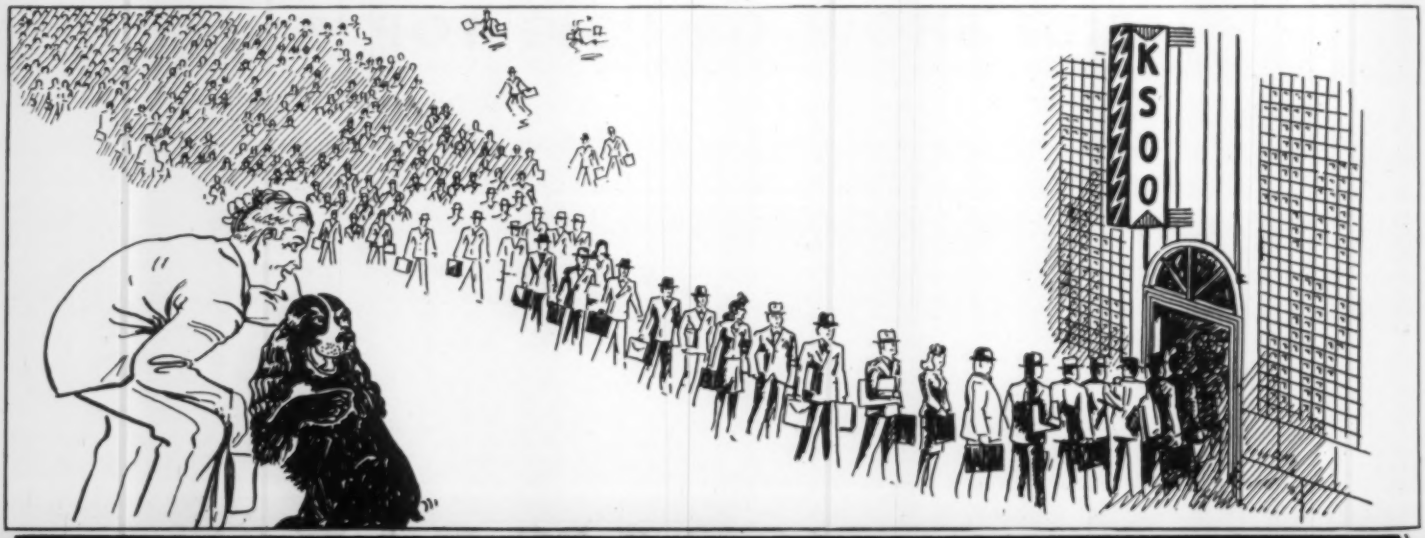
DYNAMIC ELECTRONICS Inc., New York, record store, has signed 52-week contract for daily spot announcements on WLIB New York; plans to add WQXR New York. Agency is Sternfield-Godley, New York.

BEACON CHEMICAL Co., Philadelphia, will promote Zero cleanser on WLIB New York for 52 weeks beginning July 2 as sponsor of "Jackpot", five-weekly ten-minute program. Agency is Benjamin Eshleman Co., Philadelphia.

GULF OIL Corp., Pittsburgh (Gulf Spray), has signed for twice weekly quarter-hour "Songs of Jack Smith" on KYW Philadelphia. Contract for 16 weeks placed thru Young & Rubicam, New York. Confections Inc., Chicago (Snacks), has signed for three spots weekly for 52 weeks thru Paul Grant Adv., Chicago. Ludens Inc, Reading, is sponsoring five station breaks weekly for 18 weeks, placed thru J. M. Mathes Inc., New York. Nevins Drug Co., Philadelphia, has signed for five spots weekly for 13 weeks thru Philip Klein Agency, Philadelphia.

NEW BUSINESS on WOLS Florence, S. C., includes: American Chicle Co., New York (Sen-Sen), 60 spots weekly for nine weeks thru Cox & Tanz, Philadelphia; Purina Mills, St. Louis (Checkerboard Feeds), three quarter-hours weekly for 52 weeks, placed direct; Starkist Co., San Antonio (toothpaste, vitamins), five quarter-hours weekly for 52 weeks thru Pitluk Adv., San Antonio.

"NO, BROTHER, IT'S NOT CIGARETTES—KSOO ANNOUNCED A SPOT AVAILABILITY"



KSOO

SIOUX FALLS, SO. DAKOTA

1140 K C - 5000 WATTS

National Hepresentatives

HOWARD H. WILSON CO.

NBC

Sweet Music

...TO US, TOO

WQXR is associated inevitably with fine music. And when WQXR's survey of metropolitan listening was published, the results were music indeed —to the ears of WEAF.

The results, as reported by Radio Daily—

"WEAF has the greatest number of listeners for any time of the day in its area."

WEAF thanks WQXR, and congratulates WQXR on its own showing, as well. For NBC, it's gratifying to have still another proof of facts shown time and time again: WEAF is New York's first station—Most People Listen Most to WEAF—WEAF is your best bet.

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

NBC's Key Station · New York

WEAF

50,000 watts · 660 kc.

While Thousands SLEEP

... other Thousands LISTEN!

Every morning at precisely 12:30 to 5:00 a.m. a mellow fellow named Larry Gentile is invited into the homes of thousands of CKLW listeners. It's radio's original DAWN PATROL . . . the fast-moving 4½-hour output of a master showman. Mixed in with comedy, recordings and guest-star attractions, is world news, the weather as it is and will be, and the intimate good nature of Larry and his entire staff.

What the ten-year old DAWN PATROL formula has done for sponsors is written in very black ink on the ledgers of a host of repeat customers . . . the kind of alert programming that has a habit-forming vitality.

If you're now buying radio, or are seriously considering **more** radio, it would be a wise thing to have a chat with CKLW showmen. Their business is knowing what the public wants in this—America's Third Market. They can save you worry, time and needless expense.

J. E. Campeau, Managing Director
Union Guardian Bldg., Detroit 26.

Adam J. Young, Jr., Inc.,
National Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

PROGRAMS

AS A SERVICE to Canadians who are anxious to locate Netherlands and Czech relatives or friends in Europe, the CBC international shortwave service has started transmission of personnel messages to Czechoslovakia and the Netherlands. Messages are included in the regular foreign language broadcasts to those countries by the CBC service, and are limited to 50 words. Service is handled through the Canadian Red Cross.

WHN Search

WHN New York beginning June 11 will conduct a search via "For Women Only" for the most courageous woman, to bear the title "The Fighting Lady of 1945." Women will be interviewed on a weekly "Cheer-Day" feature of the program. Listeners and organizations in the East have been asked to send in suggestions.

Best Book Dramas

BLUE dramatizes current and older novels in "Best Sellers", devoting five half-hour broadcasts weekly to each book. Series began June 4. One-third of selections will be taken from best seller lists published in the N. Y. Times and N. Y. Tribune, the balance from hits of past years back to 1940.

Farm Service

WTIC Hartford is broadcasting, Monday through Friday 6:15 a.m., market reports direct from the farm market area.

Local News Period

KTBC Austin, Tex., has started a daily ten-minute program of all local news titled "City Desk".

"On Location" Coverage

SPECIAL event broadcast was featured by WDSU New Orleans "on location" with "Enchanted Voyage", new technicolor 20th Century Fox production being filmed in WDSU locality.

Editorials on Air

EDITORIAL opinions of publishers of daily papers in the area of WGY Schenectady are featured by the station in a new series "The Voice of the Fourth Estate". The publisher, his editors or leading citizens compose forum for each program.

Loews Spots

LOEWS Neighborhood Theatres, New York, started sponsorship June 1 of a spot announcement campaign, 3 times weekly, for 8 to 10 weeks thru Donahue & Coe, New York, on the following stations: WEAF WJZ WOR WNEW WMCA WHN WOV.

New CBC Programs

NEW CHILDREN'S series, "Once Upon a Time", consisting of 13 musical and dramatic Sunday evening plays, is now heard on the CBC Trans-Canada network. Talks by Capt. R. G. Edwards, Royal Navy veteran, are featured in "Adventures of the Sea", new weekly adventure series heard on the CBC national network.

Opera Features

BACKSTAGE broadcasts were featured by WHIO Dayton, O., during the Third Annual Opera Festival.

TECHNICAL

ADMIRAL CORP. has moved eastern regional headquarters, under management of **SIDNEY H. ROGOVIN**, to 40 E. 32d St., New York.

RICHARD SCHROETER, TED CROSBY, CHARLES COOK and **RICHARD TAGGART**, technicians of KFI Los Angeles, have shifted to Blue Hollywood staff.

FRANK L. MARSHALL, former assistant sales manager of Bundy Tubing Co., Detroit, has joined the sales staff of Aerovox Corp., New Bedford, Mass.

FRED MUELLER, engineer of W6XAO, Don Lee Hollywood television station, is the father of a boy born May 28.

NEW BOOK, "How to Pass Radio License Examinations", by Charles Drew, has been published by John Wiley & Sons, New York ($3).

MORRIE W. ROSENFELD, field manager of Emerson Radio & Phonograph Corp., New York, is temporary general sales manager of the company, succeeding **CHARLES ROBBINS**, who resigned to enter business for himself.

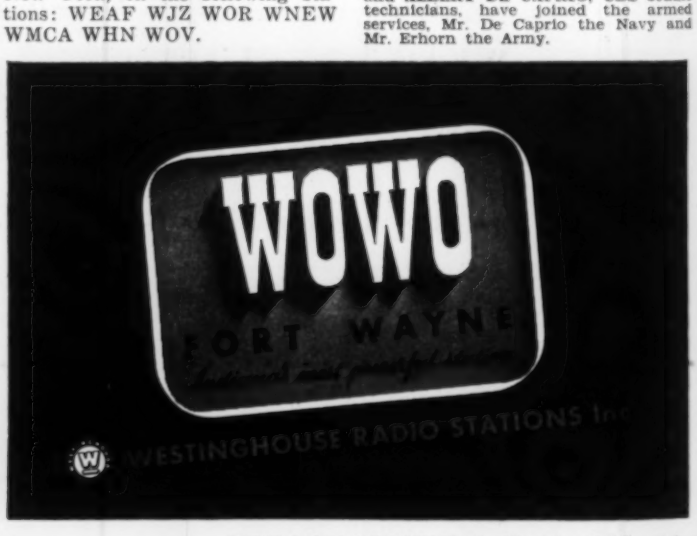
DAVE HARDISON, formerly with WFTC Kinston, N. C., to WAIM Anderson, S. C., as associate engineer and announcer.

BURR JAMISON is new chief engineer of WROX Clarksdale, Miss. He succeeds **CHARLES R. HICKS** who resigned to enter Government service.

KENNETH WELLER, transmitter engineer at WHIO Dayton, O., is the father of a boy.

THOR LA CROIX has been placed in charge of all engineering operations for KECA, Blue Network Hollywood outlet, with **JOHN EILERS** supervising all engineering equipment.

VINCENT SULLIVAN, maintenance technician for CBS New York, resigned May 26 to join a South Carolina station. **DANIEL DOUGLAS**, former shortwave studio technician, has transferred from technical operations to general engineering on CBS. **PHILIP ERHORN** and **ALBERT DE CAPRIO**, CBS studio technicians, have joined the armed services, Mr. De Caprio the Navy and Mr. Erhorn the Army.



IT'S ON THE HOUSE!

Denver's only station-maintained house orchestra gives musical leadership to KOA, Denver's leading station

"Shrednik feeds the net" means little to the layman. But when a local musician and arranger in the Rocky Mountain West can make an 8-piece string group sound like a 30-piece ensemble, small marvel that his music is piped 6 days a week to the combined networks of NBC and the Canadian Broadcasting Company.

They even transcribe these shows, called "Sketches in Melody," for delayed rebroadcast to our armed services. Which puts Mr. Shrednik's music right up there with America's topflight shows.

Of course this Shrednik's no country boy. Graduate of the Juilliard School of Music and nationally known as an arranger, he has appeared as guest conductor with such stars as Grace Moore and Paul Robeson. His music, both sponsored and sustaining, serves as the background of all KOA musical activities.

--No wonder KOA's FIRST!

First in POWER—the only 50,000 watter for 500 miles in any direction. Hence . . .

First in COVERAGE—Day or Night

First in LISTENER LOYALTY—NBC surveyed 1077 cities to prove it

First in PROGRAMS—both listener (and advertiser) loyalty proves that

And finally, for all these reasons . . .

FIRST IN DEALER PREFERENCE
(Just ask Ross-Federal)

First CHOICE OF NEWSPAPERS

The Evening Star
Times Herald
The News
The Washington Post

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

FIRST in WASHINGTON
WRC
Represented by NBC SPOT SALES

JUST BEFORE the dinner call this group of radio and agency executives got together at the party given by the Wildroot Company for the Philadelphia Assn. of Retail Druggists at the Bellevue Stratford Hotel. Left to right: Alwyn Bach, KYW news commentator for Wildroot; Arthur Pryor, BBDO vice-president in charge of radio; Gertrude Scanlan, BBDO timebuyer; Leslie Joy, KYW general manager; Al Lehman, BBDO account executive; Chauncey E. Rickard, secretary, Pennsylvania Pharmaceutical Assn.

WHAM
"YOUR WESTERN NEW YORK SALESMAN"
ROCHESTER, N. Y.

50,000 WATT
CLEAR CHANNEL
1180 ON DIAL

Affiliated with the
NATIONAL BROADCASTING COMPANY

National Sales Representative
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

Crosley Plans Production Goal of 1,300,000 Sets

CROSLEY plans for radio manufacture, once materials are available, call for a potential of 1,300,000 sets annually, R. C. Crosgrove, vice-president and general manager, Crosley Corp., told regional sales and merchandising managers at a recent 3-day conference in Cincinnati. He disclosed that all of the Crosley plants in Cincinnati will be devoted to radio receiver production.

As a peacetime objective, he said, Crosley's goal is 10% of the nation's business in both the radio and refrigerator industries, which would mean a production of about $50,000,000. This compares with 1941 sales of about $27,000,000. He warned, however, that all would not be easy sailing when production is resumed and that a buyer's market would come sooner than is generally realized. He cited reports showing that about 110 firms are entering radio set production.

Marine Recording

PREFACED by a warning to the easily shocked listeners, CBS Tuesday May 29 at 11:15 p.m. broadcast a Marine Corps recording made on Okinawa as a pre-Memorial Day feature. Called one of the most compelling human interest documents of the war, the recording followed three wounded men in a state of shock as they were brought to the advanced aid station to be administered plasma, then to the intermediate medical station, and finally to the field hospital where one of the men was immediately operated on. Sgt. Roger Roberts, as narrator, and S/Sgt. Tom Carson as technician, were the Marine Corps correspondents who made the recording. The 15-minute broadcast originated from WTOP, CBS Washington key.

Decca Dividends

DECCA RECORDS Inc. has declared a regular dividend of 30 cents per share, payable June 28 to stockholders of record June 14.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

...LEVER BROTHERS are among the largest users of SPOT BROADCASTING

For Lifebuoy, Rinso, and other Lever Brothers products SPOT BROADCASTING is a major medium, as it is for other advertisers who value the *flexibility* which permits them to buy half-hours in some markets and chain-breaks in others—"cleaning up" as Lever Brothers do, in all!

Spot Broadcasting is an advertising medium all by itself—powerful enough to cover the country. But as an assist to other advertising effort, it wins high honors too. You are free to choose any markets that interest you . . . picking the best stations in those markets . . . selecting any type or length of program . . . and buying the best time for *your* audience. You are not restricted to any one network, to any time of day or night, to any markets that are not important for your present-day problems.

Spot Broadcasting is one of the most important advertising developments in recent years. A John Blair man, who has helped Spot Broadcasting grow, can tell you all about it, and can give you merchandising facts about the markets that interest you. He represents many of the country's finest stations and has all the facts at his fingertips.

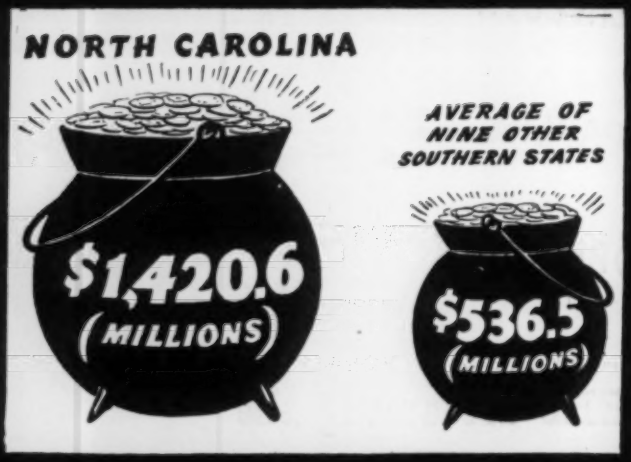
JOHN BLAIR & COMPANY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

This advertisement, appearing also in FORTUNE *Magazine for June, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL STATE



WPTF
(CARRYING N. B. C. WITH 50,000 WATTS AT 680 K C)
IS NORTH CAROLINA'S No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

OWI PACKET, WEEK JULY 2

Check the list below to find the war message announcements you will broadcast during the week beginning July 2. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Dangerous Pennies	X	--	--	--	--	--	--
Careless Talk	X	--	--	--	--	--	--
Planned Saving	--	X	X	X	X	--	--
Play Square with Meat	X	--	--	--	--	--	--
Stop Accidents	--	X	X	X	X	--	--
Home Canning	--	--	X	--	X	--	--
Prepare for Winter	--	--	--	--	--	X	--
Car Conservation	--	--	--	--	--	--	X

See OWI Schedule of War Message 167 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Canadian Election

TO GIVE national coverage to the federal election today, CBC regional networks will give five-minute national election results followed by local results every half-hour starting as soon as the polls close at 6 p.m. local time. One more regional network will be added to the national networks as time zone is reached, so that by 9 p.m. EDT a complete national network will be in operation on both CBC Trans-Canada and CBC Dominion networks and on those stations wishing to take the service. The election service will run till complete returns are in, except for returns from outlying districts.

Sales Record

FIVE transcribed 15-minute programs have been sold by WCLS Joliet, Ill., to five of Joliet's leading firms in the space of five days, ringing up what R. L. Bowles, general manager, believes to be quite a record. He explains that the station was sure the time could be sold if the right program ideas could be secured and credits Frederic W. Ziv Co. for solving that problem. The five programs, Mr. Bowles says, sold themselves since the advertisers already had heard of their previous successes.

Hon. Walter Zivi
O'Neil, Larson & McMahon
Chicago, Illinois
Dear Walter:

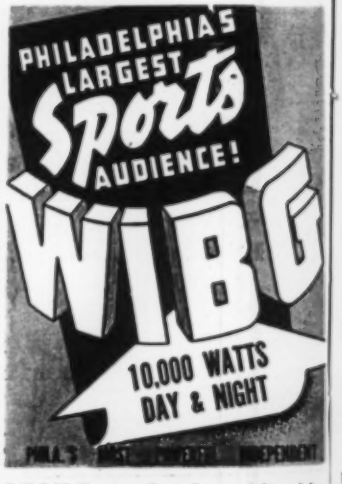
Sometimes I get so proud I think I'll pop the buttons on my overalls, loose as they are! You know, when Howard Chernoff (our managing director here at WCHS) got back from the ETO last Fall, he had so many requests for copies of broadcasts it finally seemed simpler to put practically all of them between covers and make a book of it. So that's what happened. Yep . . . the book's selling like hot cakes at one buck per . . . all proceeds go to the Red Cross. Yes, I guess we've a lot to be proud of here at WCHS, but it all comes under the head of doing a service for the community.

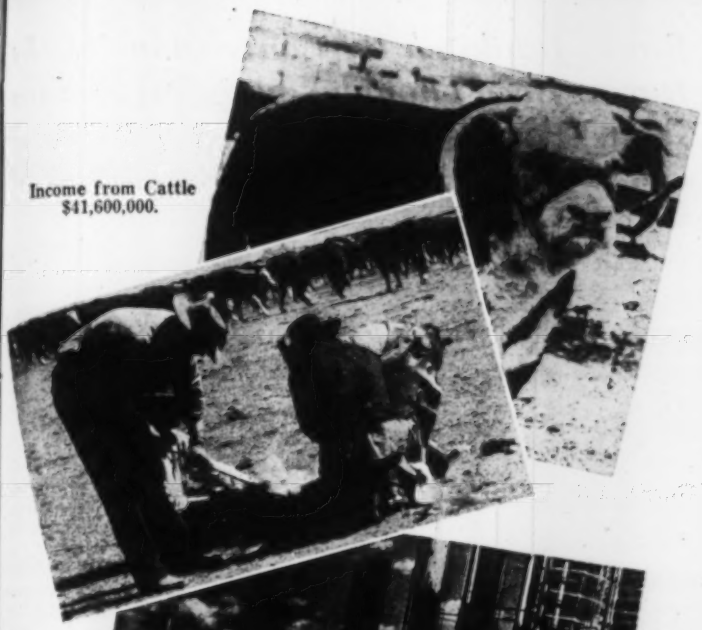
Yrs.,
Algy

WCHS
Charleston, W. Va.

Dutch Merge

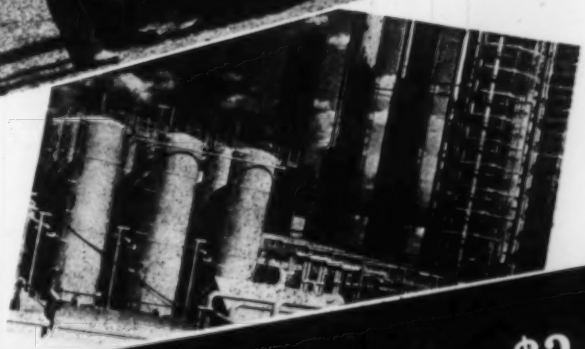
BROADCASTING societies in Holland, which before the war sponsored or produced practically all the country's radio programs, have agreed to merge into the Federation of Broadcasting Societies. The group includes Catholic, Protestant, labor and similar societies. They are now in possession of their main building at Hilversum but broadcasting cannot be resumed yet because of a lack of electric power. Only big station now in operation is the Eindhoven outlet, known as the Resurgent Netherlands transmitter.





Income from Cattle
$41,600,000.

Wheat, oil, cattle, cotton, potatoes, onions, and war industry all swell the purses of this above-the-average-wealth market to a $900 per capita income, or a $3,420 per family income in KGNC's market. All these valuable industries combined complete a total effective buying income of over $397 million dollars. You can't miss in this market—because these substantial earnings are being constantly circulated... making above-the-average prospects for your products. And when you want best results at the lowest cost, you'll specify KGNC.



Income from Oil and Gas
$194,097,850.

Why Amarillo Has $3,420 Per Family Income

Modern, progressive city with a trading population of 376,650.

THE FAMILY STATION
IN THE GREAT PANHANDLE

KGNC
AMARILLO
TEXAS

Largest Carbon Black production in the world.

Income from Wheat
$75,000,000.

AFFILIATED WITH TAYLOR-HOWE-SNOWDEN *Radio Sales* • LONE STAR CHAIN • NATIONAL BROADCASTING COMPANY

THE CABOOSE IS IN SIGHT!

Yes, the "Gravy Train" is beginning to go by (the Caboose is in Sight!) and it behooves every time-buyer to review the profit-producing value of the Stations he uses.

We will welcome such a review!

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

AMERICA'S 3rd MARKET
5000 WATT
MUTUAL AFFILIATE
610 K. C.

Represented Nationally by GEO. P. HOLLINGBERY CO.

Radio Inhibited by Convention, Lacks Daring Even Though Young, Says Straus

NATHAN STRAUS, president of WMCA New York and winner within past weeks of both the Bernays and Inter Racial Film & Radio Guild awards for his program *New World A-Coming*, took issue with what he considers some of radio's most cherished and fostered illusions in an article in Sunday's *New York Times*, June 3.

Taking his first tilt at the overall question he wrote: "Radio is a young industry. I had expected it to be free from convention, without the traditions and trappings of such venerable pursuits as banking and the law.

"I was wrong. Radio is more like the bewigged barrister, following precedent to the letter, than like the daring young man on the flying trapeze.

Involve Basic Issues

"But the conventions found by a newcomer to broadcasting are not merely a matter of habits and practices peculiar to the business itself. On the contrary, they involve many basic issues which are, I believe, of real importance, if only because they concern a medium having a tremendous influence on public opinion."

Becoming more specific, Mr. Straus then commented on "one of the most prevalent traditions"—race relations. The Negro, he said, has been portrayed on the airwaves "as the lovable fool, the illiterate rascal or the old family retainer". *New World A-Coming*, which depicts Negro contributions to American life, has received seven awards in the little more than a year it has been on the air and Mr. Straus asks why the honest portrayal of such a vital problem "should be so widely regarded in radio as 'new' and 'unusual'."

The proposal to allow broadcasts from Congress would be prime radio material and would increase public understanding of the processes of government, Mr. Straus stated. "Thus far the Congress has not acted on Senator Pepper's resolution to permit such broadcasts, chiefly because radio as a whole has not shown the enthusiasm required," he wrote in incrimination.

Referring to the "extraordinary tradition" by which advertisers rather than stations create programs, Mr. Straus posed the question of what a newspaper editor would answer if given the following proposition: "Here is Joe McSquinch; we think he's a good columnist. You print his articles and we will pay his salary and buy an advertisement alongside his column."

Editorials by Stations?

Mr. Straus sees in agency control a threat to American broadcasting and to freedom of expression. The right of advertisers to select programs which they believe will have the proper appeal for their products definitely is not disputed in the article but it is felt that stations, just as newspapers or magazines, "should create and be responsible for the material they present to the public".

A plan to raise the standards of patent medicine advertising is asked by Mr. Straus who related the experiences his station has had in attempting a solitary approach to the matter.

Finally, he asks for reconsideration of the convention preventing radio management from voicing an editorial opinion. Although not advocating monopolizing the air with the opinions of owners, he sees no reason why a short, clearly labeled period cannot be set aside for such use. He argues that if a person is judged responsible enough to be allowed to operate a station, it seems logical that he deserves the right to use a few minutes of the broadcasting day to express his own opinions.

RMA Code

RADIO MFG. ASSN. has established a standard voluntary code system for marking and identifying manufacturers' products. System includes notation of production source and date. Code provides for assignment of a code symbol to each manufacturer.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

More than 35 Years of Service to the RADIO INDUSTRY

Whether Amplitude Modulation . . . Frequency Modulation . . . or Television — dependability is a *must* for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because *it stands up.*

For more than thirty-five achievement-studded years . . . from the Poulsen Arc to the new CBS Television Station . . . Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system . . .

All this, plus the war-sharpened techniques that are the result of ability *and* experience, combine to give you craftsmanship . . . the kind of craftsmanship that builds dependability into all Federal equipment.

In AM . . . FM . . . TV . . .

. . . your prime need in broadcast equipment is dependability — *look to Federal for it.*

FEDERAL TELEPHONE & RADIO — FTR

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

DAY SERIES HIGHER IN SMALLER CITIES

THE SMALLER the city, the higher the rating of daytime programs, Cooperative Analysis of Broadcasting reports in a city-size study of daytime radio listening.

In smaller-size cities, some programs tripled or quadrupled ratings in cities of 1,000,000 or more. Results are based on summer 1944 interviews in the 81 CAB cities. Analysis will be reported three times a year.

Some of the programs, with ratings in different sized cities, follow: *David Harum*, from 1.9 in cities of 1,000,000 to 6.9 in cities of 50,000-100,000; *Breakfast in Hollywood* from 3.4 in 1,000,000 to 7.4 in cities of 100,000-500,000 and 50,000-100,000; *Kate Smith Speaks* from 5.4 in cities of 500,000-1,000,000 to 8.6 in cities of 50,000-100,000.

Superman was one of the few daytime programs showing a higher rating in large than smaller cities, with 3.3 in cities of 1,000,000 and over, 2.3 in 100,000-500,000.

ASSEMBLING table model television sets bought by KDYL Salt Lake City before the war are Keith Hopkins (l) and Henry Lepke, KDYL technicians. Units will be used with similar console models to permit public observation of the station's experimental project.

Service to Ecuador

RADIOTELEPHONE service between the U. S. and Ecuador was established for the first time last Monday when a direct circuit was opened by the AT&T between Quito and New York. The connection makes all South and Central America within reach of the U. S. by radiotelephone facilities.

Student Award

FIRST award of $100 "for student showing most promise in radio writing, directing and producing" was given by WMAZ Macon, Ga., to Helen Farmer of Wesleyan college. Students of the college radio class have worked closely with the station during the past school year.

AFA W'LL CONDUCT ELECTION BY MAIL

FOREGOING its annual convention for the second time, the Advertising Federation of America has arranged to hold its election this year by mail and will hold a restricted annual meeting in the Commodore Hotel, New York, July 11 which will be attended only by members in the vicinity.

A nominating committee has been appointed and has named 18 directors, nine to serve one year and nine for two-year terms. A list of those nominated has been mailed to all members and additional nominations may be made by return mail. Ballots will be distributed about June 20.

The chairman of the board, president, secretary and treasurer are elected by the new board after the directors have been chosen. No election was held last year but after study and legal advice it was decided to hold one this year in compliance with the organization's bylaws.

New York Media Men To Hear AANR Study

STUDY prepared by the American Assn. of Newspaper Representatives, titled "Daily Newspapers and Chain Radio as National Media", will be presented June 13 at the regular dinner meeting of the New York Media Men's Assn. at the Hotel Sheraton, New York. First part of the study compares audience reached by the four major networks through half-hour evening broadcasts with audience reached by a list of 266 daily newspapers published in 251 cities of 25,000 or more population.

Second section is given over to an analysis of the actual expenditures in the two media in relation to sales results and is described to be an "attempt to get away from the argumentative phases of newspapers and radio."

AN AIRCRAFT cargo carrier now under construction at Panama City, Fla., will be named the Joseph V. Connolly in honor of the late president of King Features Syndicate, International News Service and International News Photos, the U. S. Maritime Commission announced. Launching is tentatively scheduled for July 7.

Cooperation
IN A
BIG WAY
WBIG is fully familiar with the importance of Merchandising. Our advertisers can testify to our record for cooperation which includes retail window displays, direct mail, newspaper advertising and special publicity. We'll be glad to cooperate with you for BIG RESULTS in "The Magic Circle" – the South's BIGGEST Market.
EDNEY RIDGE, DIRECTOR
WBIG
GREENSBORO, N. C.
MAGIC CIRCLE
OF 50 MILES
THE PRESTIGE STATION OF THE CAROLINAS
5000 WATTS DAY AND NIGHT

Network Accounts

New Business

U. S. STEEL Corp., New York, Sept. 9 starts Theatre Guild on 180 Blue stations Sun. 10-11 p.m. Agency: BBDO, N. Y.

BORDEN Co., New York (milk products), on July 10 starts Borden County Fair on about 170 Blue stations Tues. 7:30-8 p.m. Agency: Kenyon & Eckhardt, N. Y.

Renewal Accounts

PERALTA WINE Co., San Francisco (Monte Cristo wines), on Aug. 7 renews for 13 weeks Count of Monte Cristo on 16 Don Lee Cal. stations Tues. 8-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

GENERAL FOODS Corp., New York (Birdseye Frosted Foods), on Sept. 6 renews Dinah Shore's Open House on 121 NBC stations Thurs. 8:30-9 p.m. (West Coast repeat 9-9:30 p.m. PWT). Agency: Young & Rubicam, N. Y.

DUFFY-MOTT Co., New York (juices), on June 22 for 52 weeks renews What's Your Idea on 58 MBS stations Fri. 11:45-11:55 a.m. Agency: Young & Rubicam, N. Y.

CAMPBELL SOUP Co., New Toronto. May 30 renewed Jack Carson Show on 18 CBC Dominion network stations Wed. 8-8:30 p.m. Agency: Cockfield, Brown & Co., Toronto.

WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum), June 19 for 52 weeks renews Service to the Front on 140 CBS stations Tues. 10-10:30 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

Net Changes

CHARLES E. HIRES Co., Philadelphia (root beer), on June 17 shifts Hires' Icebox Follies on Blue stations from Wed. 10-10:30 p.m., to Sun. 6:30-7 p.m. Agency: N. W. Ayer & Son, N. Y.

STANDARD BRANDS Inc., New York (Tenderleaf Tea, Royal gelatin deserts), on June 26 discontinues One Man's Family on 172 Blue stations Tues. 7:30-8 p.m. and July 15 shifts to 134 NBC stations Sun. 3:30-4 p.m. Agency: J. Walter Thompson Co., N. Y.

PACIFIC COAST BORAX Co., New York (Borax Soap), on June 29 shifts Death Valley Sheriff from 63 CBS stations Thurs. 8:30-8:55 p.m. to 180 Blue stations Fri. 9:30-10 p.m. Agency: McCann-Erickson, N. Y.

MAIL POUCH TOBACCO Co., Wheeling, W. Va., June 27 replaces Counterspy with The Sportsmen's Club of the Air on 179 Blue stations Wed. 8:30-9 p.m. Agency: Walker & Downing, Pittsburgh.

DELAWARE, Lackawanna & Western Coal Co., New York (Blue Coal), on Sept. 9 for 39 weeks resumes The Shadow on 26 MBS stations Sun. 5-5:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

BORDEN Co., New York (milk products), having shifted Jerry Wayne Show July 6 from 180 Blue stations Sun. 8:30-9 p.m. to 148 CBS stations Fri. 7:30-8 p.m., on Sept. 28 or Oct. 5 replaces Jerry Wayne Show with Ginny Simms Show, CBS Fri. 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

Norwich News

AFTER more than a year out of radio advertising, Norwich Pharmacal Co., Norwich, N. Y., on June 18 for Pepto-Bismol starts thrice-weekly sponsorship of the Arthur Hale newscasts, a Mutual cooperative program, on KCKN Kansas City. Contract for 13 weeks was placed through the Lawrence C. Gumbinner Agency, New York. Company intends to expand its radio activities but has no definite plans.

McCALL RESUMES NBC NEWS POST

FRANCIS McCALL has resumed his duties as manager of operations of NBC's news department, with headquarters in New York, William F. Brooks, NBC director of news and special events, announced last Thursday. Plans for a meeting of NBC division news directors in New York June 18-21 to coordinate national and regional coverage plans for the coming years were also announced. NBC plans to supplement its coverage from press services with more direct reporting from its own staff, he said.

Mr. McCall, who will lead some of the clinic sessions of next week's meeting, left 15 months ago to handle special assignments in Europe and the Pacific area. Adolph Schneider, NBC news editor, who has been handling Mr. McCall's duties, as acting manager, has been promoted to assistant manager of operations of NBC news.

Broadcast of Wire News Mandatory

RADIO NEWSMEN should not hold up any press association story, even though it may be unofficial at time of its broadcast, according to Robert E. Kintner, Blue network vice-president, who last week briefed network correspondents and editors on the job before them in covering the Pacific war and world news elsewhere.

"If a press association sends through a story, I think radio should put it on the air, whether it is or isn't confirmed by official sources," Mr. Kintner said. "Naturally, though, broadcasters should credit the source of the story and tell the public that there has been no official confirmation."

Mr. Kintner said the war in the Pacific will be more difficult to cover from the standpoint of making listeners understand and evaluate its scope.

DAVIS COMMENDS HOWARD FRAZIER

SERVICES of Howard S. Frazier, NAB Director of Engineering, in recruitment and training of technical personnel for OWI overseas operations were praised last week by Elmer Davis, OWI director.

Assistance accorded, Mr. Davis said in a letter to Mr. Frazier, helped the agency "to solve one of our most difficult recruitment problems" and "greatly speeded up" OWI overseas radio operations.

Mr. Frazier has been on part-time loan on OWI since last November.

ASF Series

STARTING DATE of the new Army Service Forces series on the Blue Network [BROADCASTING, May 28], has been shifted to June 21, and will be heard Thursday, 10-10:30 p.m., and not Monday, as originally scheduled. Title is now tentatively set as *Music for Tokyo*.

Straight into the Homes that make your Markets-

-go WIBW Personalities

Markets are made up of people . . . individuals who have to be sold singly. That's the kind of selling WIBW does best! Every day, dozens of friendly personalities visit our five million listeners in Kansas and surrounding states. Because the welfare of each individual is dependent upon agriculture, the talk is about weather, crops, livestock and markets, as well as advertised products.

Low-pressure selling? Maybe! But it has been getting outstanding results for two decades. And with Uncle Sam forecasting a "super" Kansas wheat crop, 1945 should set new sales records for WIBW advertisers. Let us show you how to sell this five-state market by selling the INDIVIDUAL!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

OWI Is To Discontinue Foreign Language Dept.

FOREIGN language section of the OWI Domestic News Bureau will be discontinued after July 1, necessity for it having disappeared with the end of the European war which made communications possible with the Continent.

The section furnishes foreign language stations and newspapers with information of interest to their readers but the OWI feels it is now possible for those outlets to resort to their prewar sources. Translations of OWI campaign information will be stopped but the stations will receive the regular releases in English distributed to others.

FCC Decision in WINS Sale Is Seen As Indicative of Attitude on Prices

DECISION of the FCC in the proposed sale of WINS New York by Hearst Radio Inc. to the Crosley Corp., Cincinnati, now designated for hearing on June 27, is expected to reflect the Commission's future attitude toward station sale prices, it was learned last week.

Since late last year a big question mark has hung over the Commission with reference to its authority to control sale prices of stations. Still unanswered are letters transmitted to Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Chairman Clarence F. Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee asking Congressional guidance in the matter of sale prices.

One letter, signed by the then FCC Chairman James Lawrence Fly, sought advice from Congress and pointed out that the majority of the Commission felt it was precluded under the Communications Act from considering prices of stations. Commissioner C. J. Durr, in another letter, contended that the Act gave the FCC authority to regulate such prices. Both Sen. Wheeler and Rep. Lea have said that the Commission letters required no reply as the question was one for overall Congressional consideration.

Indicative of the importance the FCC attaches to the proposed voluntary assignment of WINS for $1,700,000 plus $400,000 in time, was the designation of Leonard H. Marks, assistant to the general counsel, to represent the Commission. Recognized as a crack attorney in broadcast matters, Mr. Marks was elevated to the post of assistant to the general counsel last April when Rosel H. Hyde was made general counsel.

Send Top Man

Normally a member of the broadcast division legal staff is assigned to represent the Commission at such hearings. On occasion, when the case warrants, the assistant general counsel in charge of broadcasting takes over. In the WINS hearing, the Commission designated its top man to conduct the case.

Fourteen issues have been designated for hearing [BROADCASTING, April 16]. These include the value of the physical assets of WINS, value of its going-concern or goodwill, elements that entered into a determination of the purchase price, whether any consideration is being paid for the frequency and whether any portion of the consideration is assignable to the assignor's outstanding construction permit to operate with 50 kw.

Standard Proposal Is Given Approval

RTPB Panel 4 Files Only Broadcast Appearance

TWELVE notices of appearance for oral argument on proposed allocations below 25 mc were filed with the FCC last week, while three others expressed satisfaction with the proposed allocations [BROADCASTING, May 28].

Panel 4 of the Radio Technical Planning Board, of which Howard S. Frazier, NAB director of engineering, is chairman, filed the only appearance on behalf of broadcasting. All others involved other than broadcast services, such as police, forestry, industrial heating, etc. RTPB Panel 2 on allocations, headed by Dr. C. B. Jolliffe of RCA Victor, entered a "no appearance" letter. Twenty-five copies of all briefs must be filed with the Commission by June 13.

RTPB Panel 4 on Standard Broadcasting had recommended that the FCC consider extending the standard band to 520 kc to provide three additional channels. Results of studies covering the possible extension to the 200-400 kc band for high-powered clear-channel stations, also were given the Commission during hearings.

Oral argument is scheduled on allocations below 25 mc for 10:30 a.m. June 20. Appearances are:

RTPB—Panel 4; Panel 13, Committees 1, 3, 6; Society of Plastics Industry; Panel 12, Committee on Industrial Heating Applications; Lorain County Radio Corp., Columbus, O.; RTPB Panel 8; California State Advisory Committee to the Governor; Tropical Radio Teleg. Co.; American Waterways Operators Inc.; RCA.

RTPB Panel 10 and Committee 2 of Panel 13 expressed satisfaction with the proposed allocations.

'Club' Anniversary

BLUE'S *Breakfast Club*, Monday through Saturday, 8-9 a.m. (CWT) will celebrate its 12th anniversary June 23. On that day the program will originate in Sheboygan, Wis., home town of Don McNeill, m.c.

OUR ADVERTISERS SHORE HANG ON!

Take our local department store, fer example—De Lendrecies'. Twelve years ago (May 1, 1933, when we were getting our news material by Transradio shortwave, from Minneapolis!) De Lendrecies' started sponsoring a news program on WDAY, six days per week. Today they're still at it—though now we have AP, UP, a regular news staff and correspondents throughout our area!

We won't point out that De Lendrecies' is right here, knows what's what, and buys accordingly. That would be just *too* obvious, wouldn't it?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THROUGHOUT THE DEEP SOUTH

Folks Turn First to—

WWL

NEW ORLEANS

50,000 Watts Clear Channel

CBS Affilliate—Represented Nationally by The Katz Agency, Inc.

FOR DIRECT CUT COPIES ACCURATELY DUPLICATED

FOLLOW the CROWD

TO...

U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

WRITE-WIRE OR CALL FOR DETAILS

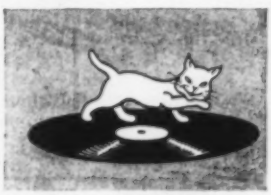
"The following is electrically transcribed..."

on PRESTO discs!

How are great commercials born? Rinso's happy little wash-day song was born in the woods. An advertising man, trying to get away from it all, listened raptly to the song of a bob-white—the special three-note call Bob uses to sell himself to his mate. "Golly," said the ad man, "why couldn't we . . ." And the rest is soap history.

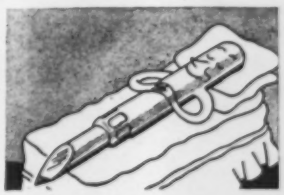
Rinso "spots" are cut on PRESTO discs. *Most important transcriptions are.* For recording engineers know that PRESTO discs give finer results with less margin for error—*actually perform better than most of the recording equipment on which they are used.* That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND



Less Surface Noise

No Distortion



Easier on Cutting Needle

No Fussy Needle Adjustments

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

behind the shudders of

"The Sealed Book"

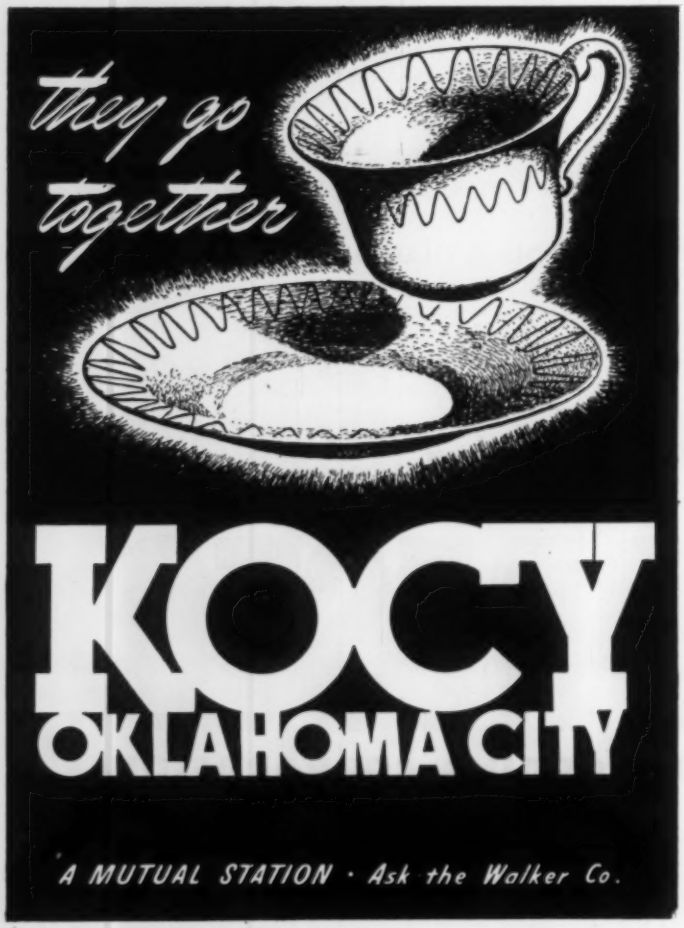
HOW WOULD YOU like a 30-minute mystery-drama series, produced by some of the most seasoned showmen in the business . . . and ready-made for your station to put on the air *immediately?*

That's what you get in "The Sealed Book", new transcribed thriller-diller syndicated for individual station sponsorship by the WOR Recording Studios. Created and directed by WOR's ace mystery-master, Jock MacGregor; acted by outstanding radio talent; "The Sealed Book" is a series of separate chill-lined stories calculated to move goods as well as corpuscles.

Already commercially sponsored on WOR, WGN, the Don Lee network and other outstanding stations throughout the country, "The Sealed Book" offers you all this big-time programming at a very modest price, i.e. . . . 30% of your station's ½-hour night rate.

Why not arrange for an audition record NOW? Telegraph or drop a line today to . . .

THE WOR RECORDING STUDIOS
A Division of WOR Program Service, Inc.
1440 BROADWAY, NEW YORK, 18



WPB to Lift Bans

(*Continued from page 15*)

nouncing the FM allocations delay, the report contained this statement with reference to AM, FM and television transmitters and receivers:

"Information furnished the Commission by the WPB indicates that the industry will not resume production of such equipment in 1945 or even in the first part of 1946 unless Japan capitulates. . . . Moreover the WPB has advised the Commission that it will endeavor to give 90 days advance notice in the event there is any change in this prediction. . . . In the event that there is a change in the war situation and if it becomes important for manufacturers of FM equipment to have a final decision one way or the other, a decision will be rendered at that time based on all information then available."

Change Taking Place

Already that "change in the war situation" is reported taking place. As for the 90-day advance notice in which the FCC foresaw that much of a lull before construction could commence, Mr. Small said:

"Certainly I don't think there will be any 90-day lull. If we had V-J Day we'd tell the Commission instantly. We told the FCC that if the military demand changes we would be given a 90-day notice of the impact, if at all possible. I'm not so sure that condition hasn't changed."

Mr. Small qualified his remarks, however, with the assertion that as long as components are tight, there will be no easing of controls. And components at the moment are tight.

Mr. Krug's testimony before the Appropriations Committee gave every indication that on V-J Day the WPB's job is concluded, except for compiling records to "make it clear for the future what the WPB did and how it did it". In a direct statement he said: "I want to assure you that WPB controls will not be kept for a single hour longer than they are needed to support the wartime military and war-supporting civilian economy and, in the case of each control, when that time arrives, the Board will get out of the way of business."

He testified that of 420 controls, already 100 had been lifted. (Since his testimony several more have been lifted or eased).

Chairman Krug asserted that plans of industry are "much further advanced than most people think, or than industry will admit, particularly in large industries with responsibility for large employment."

L & M Renews

LIGGETT & MYERS Tobacco Co., New York, on June 11 for 52 weeks renews *Chesterfield Supper Club* on 137 NBC stations, Monday through Friday, 7-7:15 p.m. Agency: Newell Emmett Co., New York.

SMEC Asks Code Cover Copy Style

Hayes Announces Personnel Of New Subcommittees

NAB CODE should provide for the manner of presentation of radio copy as well as the wording of the copy, according to a resolution adopted by the Sales Managers Executive Committee, Arthur Hull Hayes, general manager of WABC New York and SMEC chairman, reported last week. Mr. Hayes also announced the personnel of three subcommittees authorized at the recent SMEC meeting in San Antonio.

Subcommittee to study a procedure to establish an advertising agency recognition board: Stanton P. Kettler, WMMN Fairmount, West Va., chairman; James V. McConnell, NBC; Harold Sonderland, KFAB Lincoln; William Doerr Jr., WEBR Buffalo.

Subcommittee to study the implications of the policy of complete disclosure of audience measurement information: Frank Webb, WGL Fort Wayne, Ind., chairman; Henry I. Chrystal, Edward Petry & Co.; Howard S. Meighan, Radio Sales; Sam Bennett, KMBC Kansas City.

Subcommittee to study the block selling of time to brokers for retailing to different advertisers: John Cutler, WSB Atlanta, chairman; J. W. Knodel, Free & Peters, Chicago; Ben Laird, WOSH Oshkosh, Wis.; Ken Church, WCKY Cincinnati.

Walgreen Show

ONE of the most ambitious programs in radio, both from the standpoint of talent and time cost, the *Walgreen Birthday Party*, will be aired by transcription on 148 stations coast to coast, wherever there is a Walgreen store, the week of June 17. The full hour program features Bing Crosby, Abbott and Costello, Rise Stevens, Paulette Goddard, Rochester, Don Wilson as m.c., Carl Hoff and his orchestra, the Andrews Sisters and announcer Ken Niles. Program was transcribed in Hollywood under the direction of Schwimmer & Scott, Chicago agency handling Walgreen account.

AP

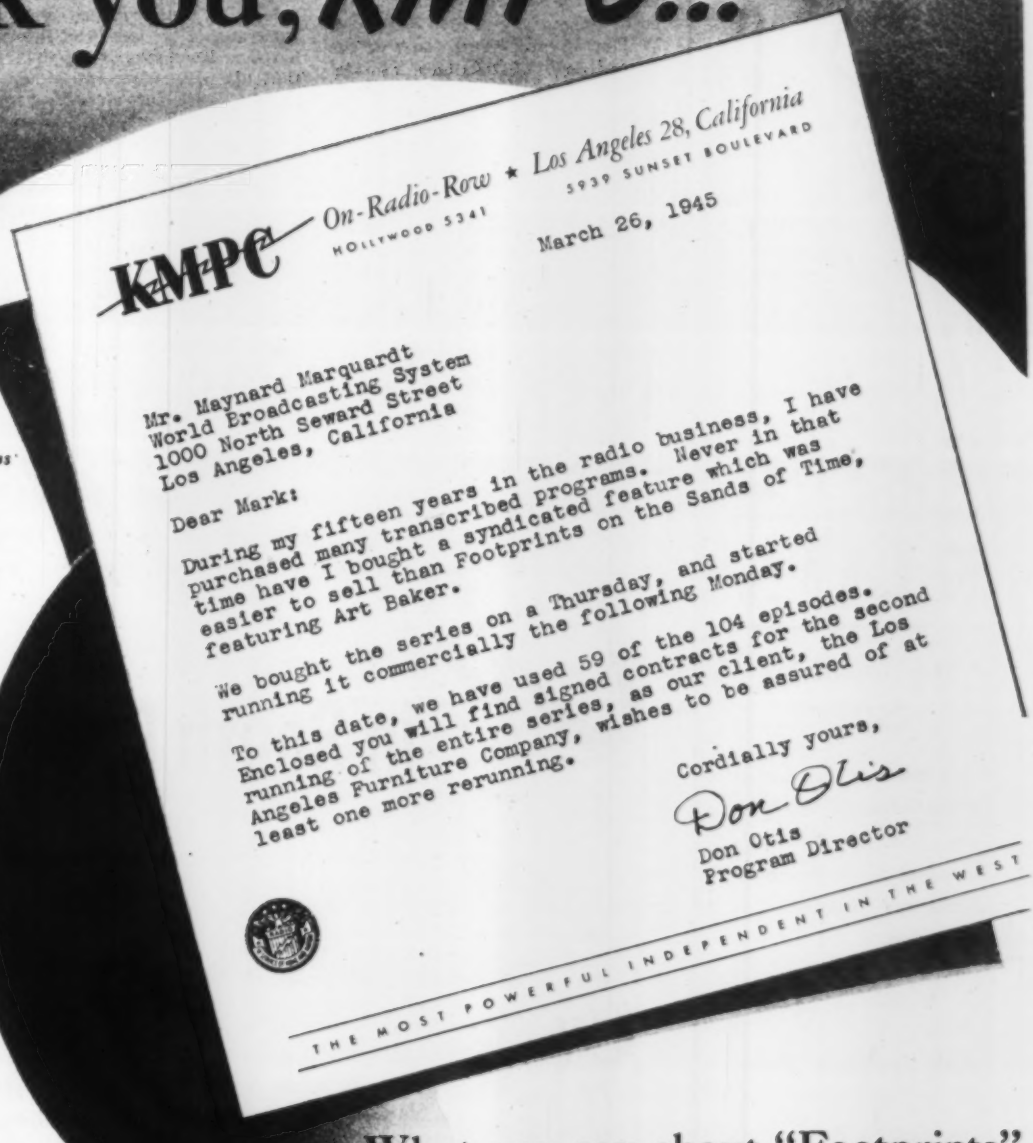
WSNY, Schenectady, N. Y.

. . . our entire news staff joins me in congratulating you on the splendid job you are doing.

George R. Nelson,
General Manager.

available through
PRESS ASSOCIATION, INC
50 Rockefeller Plaza
New York, N. Y.

Thank you, KMPC...


KMPC On-Radio-Row ★ Los Angeles 28, California
HOLLYWOOD 5341
5939 SUNSET BOULEVARD

March 26, 1945

Mr. Maynard Marquardt
World Broadcasting System
1000 North Seward Street
Los Angeles, California

Dear Mark:

During my fifteen years in the radio business, I have purchased many transcribed programs. Never in that time have I bought a syndicated feature which was easier to sell than Footprints on the Sands of Time, featuring Art Baker.

We bought the series on a Thursday, and started running it commercially the following Monday.

To this date, we have used 59 of the 104 episodes. Enclosed you will find signed contracts for the second running of the entire series, as our client, the Los Angeles Furniture Company, wishes to be assured of at least one more rerunning.

Cordially yours,
Don Otis
Don Otis
Program Director

THE MOST POWERFUL INDEPENDENT IN THE WEST

CASA CUGAT
15 min. . . . 156 programs

•

JAM SESSION
15 min. . . . 156 programs

•

SONGS OF PRAISE
15 min. . . . 156 programs

•

MANDRAKE THE MAGICIAN
15 min. . . . 156 programs

•

SAGEBRUSH SERENADE
15 min. . . . 156 programs

•

RHYTHM RANGE
15 min. . . . 26 programs

•

IREENE WICKER—THE SINGING LADY
15 min. . . . 52 programs

•

STRANGE AS IT SEEMS
15 min. . . . 26 programs

•

FOOTPRINTS ON THE SANDS OF TIME
5 min. . . . 104 programs

•

FIRESIDE TALES
5 min. . . . 26 programs

•

ONCE UPON A TIME (MAUREEN O'SULLIVAN)
5 min. . . . 26 programs

What you say about "Footprints" is also true of ALL the new . . .

WORLD FEATURES

"A SHOW FOR YOUR MONEY"

WORLD BROADCASTING SYSTEM, INC.
711 Fifth Avenue, New York 22, N. Y.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

We're Crowing About Our New

Extra PLUS

Merchandising Service

Find out how this added WMMN feature will give you one of America's Greatest Direct Response Audiences Dealer Co-operation.

Write us or—

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Florida Court Upholds ASCAP's Right to Stay

REPORT of Special Master James Messer Jr. of Florida that ASCAP's operations within the State do not violate the Florida statutes has been upheld by Judge W. May Walker of the Circuit Court of the Second Judicial District of Florida.

Decision found that "ASCAP is not a price-fixing combination and is not prohibited from doing business in Florida." A defendant, with BMI and SESAC, in a suit brought by State's Attorney General, J. Tom Watson, charging infringement of the Florida statute, ASCAP obtained a separate hearing.

MRS. ALCOTT SAFE

Wife of WCAU Commentator Freed From Japanese

CARROLL ALCOTT, WCAU Philadelphia commentator and Far East authority, has been informed by Gen. MacArthur's headquarters that his wife, after internment by the Japanese for three years, has been liberated. She is expected to arrive in the States within three months.

Mrs. Alcott, a White Russian, left Shanghai for San Francisco just before the war began. Her ship was trapped in Manila by the Japs shortly after Pearl Harbor. She has never been in the U. S.

FBI Recovers FCC Documents

DOCUMENTS from the FCC were among those allegedly stolen by six persons arrested by the FBI last week on charges of conspiring to violate the Federal Espionage Statutes. Ranging in classification from "restricted" to "top secret", the papers recovered by the FBI also were from the Departments of State, War and Navy and the Offices of Strategic Services and War Information.

The FBI would not disclose the nature of the documents but it was learned at the Commission that they apparently were Foreign Broadcast Intelligence Service analyses of propaganda broadcasts which are prepared for government agencies and classified as restricted.

Those arrested include the co-editors of the magazine *Amerasia* which published information from the documents, Philip Jacob Jaffe and Kate Louise Mitchell; Mark Julius Cayn, nationally known writer who used some of the material in his articles; two State Dept. employes, Emanuel Sigurd Larsen and John Stewart Service; and Lt. Andrew Roth, USNR, retired from active duty since the beginning of the year. All six have considerable personal knowledge of the Far East and were engaged in work on the subject.

The section of the law they are charged with violating covers unauthorized possession or transmittal of national defense data. The maximum penalty is two years imprisonment and $10,000 fine.

Zenith Export Plans

ZENITH RADIO Corp., Chicago, has plans for a new line of receivers for export trade, to be in production within a few weeks after government restrictions on civilian manufacturing are lifted. New radios will incorporate many of the developments made during production of military apparatus, according to E. E. Loucks, sales manager of the firm's export division. American Steel Export Co. is Zenith export agent.

Even Better Business

Coming in South Bend!

Sure, business has been good in South Bend... scores of booming war plants have taken care of that! But what's coming *after* the war? A staggering backlog of orders for automobiles, automotive equipment, sewing machines, radios, washing machines, rubber footwear, farm machinery, clothing, fishing tackle and other nationally famous items of peacetime goods made in South Bend will keep this war production center humming with a C.E.D.-predicted 122% employment! And that isn't all—

Work is waiting for returning veterans!
Bond buying is breaking previous records!
Banks are bulging with record deposits!

Yes, things have been humming in South Bend, but they'll be humming even MORE—*after the war!*

960 KC — 1000 WATTS
COLUMBIA NETWORK

WSBT
SOUTH BEND

PAUL H. RAYMER COMPANY • *National Representatives*

$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF
1000 WATTS
Washington, North Carolina

FORJOE & COMPANY, *Natl. Representatives*
New York • Chicago • Philadelphia

"We'll be helping to bring you Television"

"We in the Bell System now furnish the networks for radio and we'll be on the job with networks for the transmission of television, too.

"Those networks may be of wire or coaxial cable or micro-wave radio-relays.

"Networks and transmission are the Bell System's part of television's future. They are right down our alley."

BELL TELEPHONE SYSTEM

Listen to "The Telephone Hour" every Monday evening over NBC

Western Electric

124 Type

MONITOR AMPLIFIERS

OK for FM

The Western Electric 124 type amplifiers for speech input systems are ideally suited for use on either AM or FM circuits. Their frequency response is uniform over the entire range of 30 to 15,000 cycles.

Designed for quiet operation, the 124 type amplifiers may be placed directly in loudspeaker cabinets without radiating interference.

Broadcasters using the 124A, 124D or the 124E amplifiers have had a sample of the high standard of quality and performance promised for Western Electric equipment which will be available after the war.

Western Electric — Distributed by Graybar

During the 7th War Loan Drive, buy bigger extra bonds!

Raytheon Granted Broadband Relays

FURTHER experiments looking toward a nationwide microwave relay system were given FCC approval last week when the Raytheon Mfg. Co. was granted construction permits for five broadband experimental relay stations in the East. Permits authorize Experimental Class 2 point-to-point stations to develop "new techniques for the transmission and relaying of high definition and color television programs, high-fidelity FM programs, and telegraph, telephone and facsimile communications," said the FCC release announcing the grants.

Development of aeronautical safety communications, aircraft traffic control and an automatic reporting service on positions of aircraft which would be provided simultaneously with transmission of FM and television programs and other point-to-point communications also is provided. Multiple relay transmission in the higher frequencies has been used effectively by the military forces.

Raytheon's station, to be operated with 100 w maximum power, will be assigned frequencies by FCC Chief Engineer George P. Adair. They will be located at New York, Lexington and Webster, Mass., Bristol and Tolland, Conn. The system proposed is similar to those now being built in Boston and New York by the AT&T and in Washington, New York, Schenectady, and New Scotland, N. Y. by International Business Machines Corp. and General Electric Co. Federal Telep. & Radio Corp., subsidiary of IT&T, previously had received grants for three Experimental Class I stations in New York to develop radio relay systems, and to Western Union for a chain of four broadband stations between New York and Camden.

FM, Video Progress Foreseen In Senate Group's War Report

PREDICTIONS that within five years after the war television will be extended to more than half the population and that FM within a decade will replace AM broadcasting, except for a "few clear-channel and other AM stations serving primarily rural areas," are contained in a 400-page report of testimony given the subcommittee on War Mobilization of the Senate Military Affairs Committee.

Signed by Sen. Harley M. Kilgore (D-W. Va.), the report covers wartime technological developments and devotes more than two pages to communications, mostly broadcasting. Before nationwide television can be a fact a system of relays must be created, the report stated, concluding that "perhaps the most likely development is a combination of (coaxial) cable and relay stations." Development of a new tube "which would greatly simplify the functions of such relay stations" was announced last year, the Committee said.

"In addition the new Craig television system, still in the experimental stage, would make possible the transmission of television signals near the regular longwave broadcast band and would eliminate the problem of relaying, provided the conventional AM circuit were retained for the audio signals," the report added.

Establishment of a nationwide network for FM will involve a "relaying problem similar to that in television," according to the report. "The distribution of ownership of important patents among several separate owners, including the Government, may be an obstacle to rapid development of a unified system," the Senate report continued. "Nevertheless it is freely predicted that, except for a few clear-channel and other AM stations serving primarily rural areas, FM will replace AM broadcast within a decade after the war."

Depend on Prices

Postwar expansion of both television and FM will depend on prices for receivers, the report concluded. In general, postwar prices may be higher than those of comparable prewar models.

The report also touched on the walkie-talkie as a useful instrument of communications for railroads and other businesses, facsimile, and transoceanic radiotelephony. But the Committee saw little future for facsimile except for commercial or governmental purposes. Said the report:

"The widespread use of facsimile in the home to reproduce newspapers and the like, by a broadcast from a central point, is unlikely to develop in the near future."

Serving with Sen. Kilgore on the subcommittee are these Senators: Thomas (Utah), Johnson (Colo.), Murray (Mont.), Democrats; Revercomb (W. Va.), Wilson (Ia.), Republicans.

1st CHOICE IN CHATTANOOGA IS

WDOD

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

1st IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

BLUE NETWORK

WFMJ

YOUNGSTOWN, O.

28th U. S. METROPOLITAN DIST

MORE LISTENERS PER DOLLA

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

Mr. Downs Mr. Hicks Mr. Baukhage

Downs, Hicks, Baukhage Win Headliners Club 1945 Awards

Recognition in 15 News Categories to Be Given Winners at 12th Meeting, June 16

THREE radio newsmen—two foreign correspondents and a Washington commentator—have been selected to receive the National Headliners Club medal awards for outstanding news performances during the past year. Awards in 15 categories will be presented at a luncheon Saturday [June 16] during the club's 12th annual meeting in Atlantic City.

George Hicks, Blue, will receive the award for the best spot news broadcast of the year for his description of an enemy air attack on the invasion fleet, made under fire from the deck of an American ship on D-Day night. Recorded on film which was flown to London for broadcast to America, his eye-witness on-the-scene account was broadcast and rebroadcast by all four networks who received it under the Army pooling plan.

Award for the outstanding foreign exclusive broadcast goes to Bill Downs, CBS, for his vivid account of the surrender of the German armies in northern Germany, Holland and Denmark to Field Marshall Montgomery in Hamburg. Only radio reporter with Montgomery's forces, Downs' broadcast on CBS was the first description of the surrender.

Best domestic news broadcast was adjudged the description of the funeral services for Franklin Delano Roosevelt at Hyde Park, broadcast a few minutes after the ceremony by H. R. Baukhage, Blue commentator, who receives the award in this category.

Other headliner 1944-45 awards will be made as follows: Most consistent foreign news coverage, Frederick Kuh, *Chicago Sun*. Best foreign news story, James Roper, UP, for his report on the execution of Benito Mussolini. First with biggest domestic news story, Arthur Herman and Arthur Hechten, INS, who sent the first wire service news of President Roosevelt's death. Best domestic news story, Merriman Smith, UP, for his coverage of the President's death.

Best sports writing, Early Ruby, *Louisville Courier-Journal*, for his "Ruby's Reports" on veterans. Best feature column, Howard Vincent O'Brien, *Chicago Daily News*. Best newsreel, two posthumous awards to Army Pool Camerman Gaston Madru, formerly with *News of the Day*, and Damien Parer, formerly with Paramount News. Best Domestic cartoon, F. O. Alexander, *Philadelphia Bulletin*. Best sports picture, Carmen Reporto, *Chicago Sun*. Best news picture, Joe Rosenthal, AP, representing all battlefront photographers. Public service, Raymond Springle, *Pittsburgh Post-Gazette*, for his meat black market expose. Special citation for women war correspondents as exemplified by the outstanding work of Lee Carson, INS.

Warner Spots

WARNER Bros. Pictures, New York, is conducting a heavy spot campaign for the New York opening of "Rhapsody in Blue", and will use spot radio in the Fall nationally as the film opens in other cities. New York schedule started June 6 and will continue for three weeks, averaging from 20 to 25 commercials weekly per station. List includes WOR WJZ WABC WINS WMCA WHN WNEW WEVD. Transcriptions feature Gershwin music.

WJBC Shift Granted

CONSENT was granted by the FCC last week to WJBC Bloomington, Ill., for involuntary assignment of license from present owners to a new partnership of the same individuals but excluding from partnership title the name of Dorothy Charlotte McGregor, deceased wife of Arthur Malcolm McGregor, co-owner and manager. Other co-owner is Hugh I. Gately, commercial manager.

79,345 LOCAL BOND IMPRESSIONS MADE

INDIVIDUAL stations the week of May 20-26 contributed 79,345 broadcast impressions in local originations to the Seventh War Loan Drive, according to Telling the World Report No. 3 compiled by NAB last week. This coverage is exclusive of extensive network and OWI allocations, and does not include additional data being compiled by Tom Olson of the Treasury War Finance Division Radio Section.

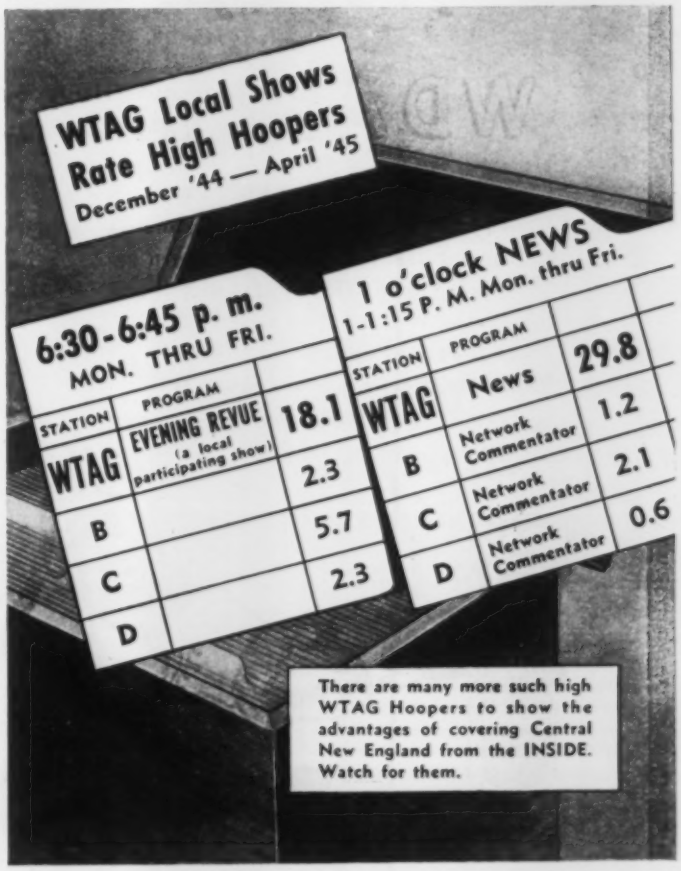
Breakdown for the second week of the Bond campaign gives: five-minute Treasury *Sing for the Seventh* discs, 3,780 programs; quarter-hour *Treasury Salutes*, 3,172 programs; quarter-hour *Music for Millions*, 2,977 programs; five-minute *Treasury Song*, 52; three-minute "Buy Buy Bonds", 597; announcements—63,767 live and transcribed spots, 1,174 two-minute, 412 three-minute, 62 four-minute; programs—1,236 five-minute, 31 seven-minute, 330 10-minute, 1,246 quarter-hour, 14 25-minute, 340 half-hour, 2 35-minute, 28 three-quarter hour, 8 50-minute, 45 one-hour, 21 1½-hours, 18 1½-hours, 14 two-hours, 2 2¾ hours, 14 three-hours, 2 five-hours and 1 15¼-hours (WDEF).

Herzog and Winnie Get Journal Co. Promotions

EXPANDING its radio activities the Journal Co., Milwaukee, licensee of WTMJ and WMFM, last week promoted two executives and set plans for future development, Walter J. Damm, vice-president and general manager of the Journal Co's. radio interests, announced. L. W. Herzog, who has been manager of WTMJ and WMFM, the FM adjunct, on June 6 became assistant general manager of radio, and Russell G. Winnie, veteran sportscaster, was made manager of the two stations.

Mr. Herzog

Mr. Herzog will divorce himself, except in an advisory capacity, from day-to-day operation of WTMJ and WMFM and will specifically devote the major portion of his time to developing the company's television plans. Mr. Winnie will take over supervision of WTMJ and WMFM.



PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

OPA Moves to Set New Parts Prices

Ceilings May Affect Postwar Retail Determinations

FIRST STEPS toward establishment of ceiling prices for new radio sets will be taken this week when a group of accountants from the manufacturing industry meet with OPA officials to draw up a survey for obtaining data required in fixing radio parts prices.

Decision to hold the meeting was announced by OPA after a conference last Wednesday with the Radio Parts Industry Advisory Committee which discussed the question of ceiling for new components which are to come into production soon under recent WPB relaxations [BROADCASTING, May 7]. The agency stated the prices established for about 400 domestic set parts "may play an important role in the determining of ceiling prices for postwar domestic radio sets".

OPA explained that the purpose of the meeting is to arrive at a new formula for computing prices on components which have been out of production for some time and because of which revisions from original ceilings will be in line.

Until new ceilings are established, it was learned, existing ceilings will apply to any new parts which may become available. New sets are presently under ceilings based on price levels of March 1942.

Quizzed the Deaf

ART WALLBERG, WAAB Boston quizzer, conducted a quiz for 50 members of the Worcester Hard of Hearing League. Each quizzee used a mike connected to hearing aids. They were quick on the answers and also practiced lip reading during Wallberg's talk and quiz.

LATOURETTE HEADS BLUE COAST NEWS

FRANK LATOURETTE, head of the American-Blue San Francisco news & news features department, has been promoted to western division manager of that department, succeeding Henry Orbach, resigned, G. W. (Johnny) Johnstone, network news & news features director, announced on the West Coast.

With San Francisco the clearing house for Pacific war theater news, LaTourette will continue headquarters there, division operations having been shifted from Hollywood. George Lewin, American-Blue night news editor, has been transferred from New York to head the Hollywood newsroom.

Network listening post, which monitored Radio Berlin and stations in European occupied countries, is being moved from New York to San Francisco to concentrate on Japanese broadcasts.

Eisenhower Coverage

(*Continued from page 18*)

decided on its policy. Blue and Mutual await announcement of hours involved.

WNBT, NBC's New York television station, will telecast city ceremonies to the New York area and cover via films the June 18 ceremonies in Washington. British Broadcasting Corp. has arranged to describe the New York reception for broadcast in London.

After the New York ceremony Gen. Eisenhower will go to Abilene. It is understood Capt. Butcher will accompany him. Following the Abilene homecoming the General will take a rest.

Met Wednesday

Late last week Col. Edward M. Kirby, chief, Radio Section, Bureau of Public Relations, was drafting a reply to complaint from 10 New York stations about coverage privileges for homecomings. The stations met Wednesday at the office of Dave Driscoll, WOR's news and special events director, who had twice been turned down on requests for either live or recorded interviews with two generals. Aside from WOR, New York MBS outlet, other network stations or networks were not represented.

Main protest was that radio is not allowed to record voices of returning heroes in New York despite the fact that newspapers and newsreels are given "almost free rein".

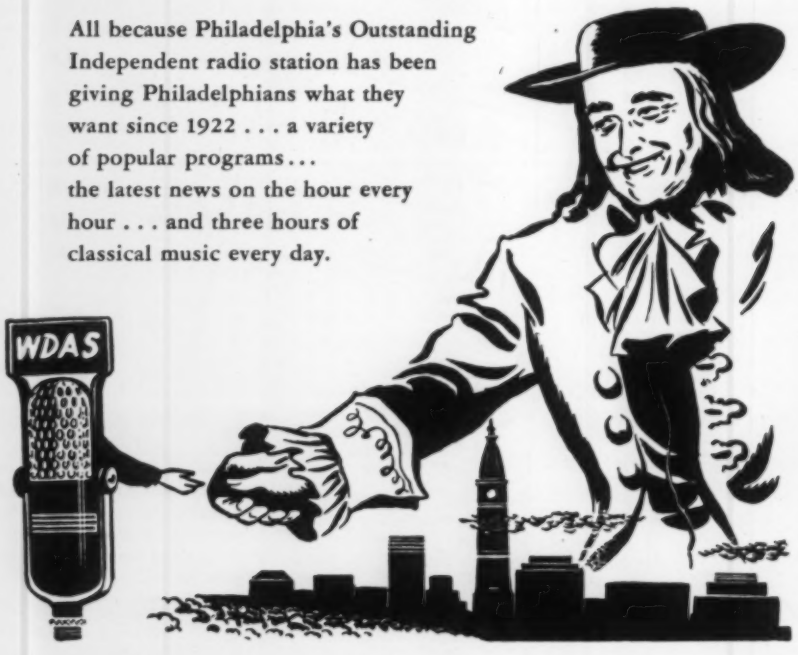
Col. Kirby stated that radio is in no sense discriminated against and that the long-established policy is being followed. Radio is admitted to press conferences, he said, but is not permitted to broadcast the proceedings because of the spontaneous nature of the questions and answers and the element of security involved. The Army definitely distinguishes between a prepared broadcast and a press conference.

He ascribed failure to permit all New York stations to have their own interviews during the welcome for Gen. Omar N. Bradley to sheer lack of time to arrange separate broadcasts.

Loyalty... in Philadelphia

WDAS Audiences Have Been LOYAL For More Than Twenty Years

All because Philadelphia's Outstanding Independent radio station has been giving Philadelphians what they want since 1922 . . . a variety of popular programs... the latest news on the hour every hour . . . and three hours of classical music every day.



With "Loyalty" like this, it's no wonder 78 percent of this station's sponsors renew regularly.

AP

WMCA, New York, N. Y.

. . . think AP news for radio is tops. Use it exclusively.

Leon Goldstein
News Editor.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

P&G Listens

(*Continued from page 18*)

Ramsey explained: "When a long run show drops, it doesn't necessarily mean that something's wrong with the show."

On the other hand, taking a show off the air too soon may be just as serious a mistake, he said. "There have been many casualties that could have been successes had the sponsors stuck by them just a little longer," he asserted.

As for pioneering, P&G has done its share of that, too. History will record that NBC was the first nationwide network. But it also will show that P&G broadcast the first commercial network program some years before NBC existed. In 1923 P&G sponsored *Crisco Cooking Talks* on WEAF New York.

P&G officials had been to New York to see the premiere of their new radio production. They were enthusiastic. They felt that if the program could be broadcast elsewhere it would have good acceptance. Permission was granted to link up WEAF with KDKA in Pittsburgh and WGY Schenectady. P&G took care of the details, assisted by the late Graham McNamee, then with WEAF. Thus was broadcast one of the first network programs in history—and a commercial, too.

Another pioneering feat of P&G was the 5-a-week strip begun in November 1930 [BROADCASTING, June 4]. Another was the *Gibson Family*, which went on the air Sept. 15, 1934. That program, publicized as the "new art form", was an hour's musical comedy in which new songs by Howard Dietz and Arthur Schwartz were introduced. The songs were written especially for the program. Out of it came several hit tunes.

Procter & Gamble spent $10,000 for talent alone—the firm's first big investment in talent. It was a good show and sold Ivory soap, but it was difficult to continue with any great success. The program was discontinued after 39 weeks.

Not all programs have to be created by the sponsor or its agency, Mr. Ramsey will tell you. Many stations have sustaining shows which already have audiences and which make good commercial timber. Such a case was *Vic & Sade*, a show written by Paul Rhymer and on NBC as a sustainer. P&G bought it from the NBC Artists Service in November 1934 for Crisco. The program remained on the air until September last year.

From March to May 1937 *Vic & Sade* was on the air nights during a campaign for Ivory soap, in addition to its regular presentation for Crisco. Of the program the late Hendrik Willem van Loon said: "I consider *Vic & Sade* the finest folk writing being done in America today."

Although the major portion of P&G's radio budget goes for network programs, the company spends $750,000 annually for spot time. When a new product is placed on the market or the firm wants to stress an old-line item, spot radio is used effectively in conjunction with regularly scheduled programs.

Bill Ramsey is sold 100% on the effectiveness of broadcast advertising. But all media must be coordinated to make the selling job that much more effective, he emphasized.

In the concluding installment next week BROADCASTING *will tell the story of the 130 programs sponsored by P&G since the firm began broadcasting commercially.*

Colgate Discontinues

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive soap, tooth powder), on June 30 for eight weeks discontinues the Judy Canova show on 138 NBC stations Sat. 10-10:30 p.m. Agency is Ted Bates Inc., New York.

AFRA WINS 16% PAY INCREASE ON WXYZ

AFRA talent on the *Lone Ranger, Green Hornet, Ned Jordan* and *Challenge of Yukon* shows which emanate from WXYZ Detroit have been granted a pay increase of 16% retroactive to April 18, 1944 by a decision of the 6th Regional War Labor Board, reversing the recent recommendation of the WLB panel. Decision also included grant of special talent fees to staff announcers when they are specifically requested by sponsors or agencies.

AFRA members are now deciding whether to hold a convention in 1945 and will vote by mail ballot on the issue on June 15. Since the ODT has requested that unnecessary travel not be resumed, it is unlikely that a convention will be held. However regional meetings may be held in Chicago and Los Angeles as an alternative.

WALV Now WLEE

THOMAS G. TINSLEY Jr., operator of WITH Baltimore and holder of a construction permit for a new station in Richmond, Va. [BROADCASTING, May 7], will commemorate the famed Lee family of Virginia by using the call letters WLEE. Originally assigned the call letters WALV, Mr. Tinsley last week was authorized by the FCC to change the call to WLEE. The station will be dedicated in the near future to the memory of the Lees. It operates on 1450 kc with 250 w power.

Hunt Available

FRAZIER HUNT's news commentary, scheduled to start on Mutual 9-9:15 a.m., June 11, becomes available for local sponsorship on July 9, Bert J. Hauser, MBS director of cooperative programs, announced last week.

For BUYING POWER that pays off in SALES, Look to GREATER KANSAS CITY

KCKN's MARKET COVERAGE

And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like—day and night, *all* night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power *without* the rate penalty of outstate coverage.

Contact your nearest Capper office for availabilities.

24 HOURS A DAY—KCKN is the only Kansas City station broadcasting day and night—all night.

"THIS IS MUTUAL"—At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

GREATER KANSAS CITY MARKET DATA

COUNTIES (and Important Cities)	O.P.A. Civilian Pop. 2-15-44	Effective Buying Income	Total Retail Sales	Homes With Radios
Jackson (Mo.)	485,900	$776,365,000	$380,370,000	133,067
Kansas City	431,700	705,330,000	364,500,000	112,945
Wyandotte (Ks.)	144,500	196,114,000	78,040,000	36,676
Kansas City	135,000	182,250,000	74,433,000	31,163
Johnson (Ks.)	40,200	26,739,000	11,880,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 15, 1945. (Reprinted with Permission)

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHICAN AVENUE CENTRAL 5977

SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

Standard, Television, Seven FM CPs Are Sought; Midwest FM Net Planned

AMONG new applications filed with the FCC in the past fortnight are requests for seven new FM stations (three of which are part of plans for a Midwest network), a commercial television station and a local standard outlet.

Midwest FM Network Inc., wholly owned by WGN Inc. which in turn is a subsidiary of the Tribune Co., publisher of the *Chicago Tribune*, seeks FM stations in Grand Rapids, Fort Wayne and Peoria on 45.9 mc with approximate coverage of 7,000 sq. mi. and individual estimated cost of $45,000.

Stations would link with WGNB Chicago, WGN FM supplement, in what is considered the first Midwest commercial FM network. Group is also applicant for FM facilities in Minneapolis and in New York, latter through the *New York News*, subsidiary interest, making up six FM outlets, total number permitted under one ownership by FCC. Coverage asked is: Grand Rapids 6,850 sq. mi., Fort Wayne 7,850 sq. mi. and Peoria 7,600 sq. mi.

Facilities of 250 w unlimited time on 1240 kc at Norwich, Conn., are sought by Norwich Broadcasting Co., a new equal partnership composed of J. Eric Williams, former commercial manager of WPRO Providence, R. I., and H. Ross Perkins, a Coast Guard lieutenant.

KSTP St. Paul requests 50-56 mc for a commercial television station to have effective signal radiation of 1961.

KXL Portland, Ore., seeks FM assignment of 44.7 mc with 16,300 sq. mi. coverage. Estimated cost is $34,550.

Philco Experimental

Elias Godofsky, former president, general manager and part-owner of WLIB New York, is applicant for an FM station in Brooklyn to have coverage of 8,500 sq. mi. Estimated cost is $46,800. Frequency will be requested later.

WMOH Fort Hamilton, O., seeks 49.5 mc and coverage of 1,810 sq. mi. for its proposed FM outlet to cost approximately $7,800.

Unity Corp., Toledo, new firm owned by Edward Lamb, president (47%), and Stephen A. Mack, secretary (2%), attorneys, and Prudence H. Lamb (11%), requests FM facilities of 46.7 mc and 10,224 sq. mi. coverage. Estimated cost is $59,100. Remaining interest is not yet sold.

Philco Radio & Television Corp. is applicant for a new experimental television station to operate at Springfield, Pa., on 524-544 mc with 1,000 w and special emission.

Jackson City Board of Education, Jackson, O., files for a noncommercial educational FM station to operate with 250 w on a frequency relating to overall Ohio State plan.

KCKN Kansas City requests a developmental broadcast station using power of 1,000 w on 49.9 mc and 99.8 mc, and AO and special emission.

Developmental station is also sought by WIBW Topeka, Kan., on 49.7, 49.9 and 99.8 mc with 1,000 w power and AO and special emission.

New experimental television station on Channel 2 (60-66 mc) with power of 4,000 w is requested by Earle C. Anthony Inc., KFI Los Angeles licensee.

'Kids' Sell Bonds

THE QUIZ KIDS, in a non-broadcast War Bond Show staged in conjunction with the J. N. Adams & Co., Buffalo department store, raised a total of $11,352,726 in War Bonds. Drawing power of the Quiz Kids has been built up through their Blue show for Miles Labs.

Net Jargon

A GLOSSARY of words and expressions common to network broadcasting has been compiled by Gilbert McClelland, sales promotion manager of Mutual's Chicago office. List is to serve as a handy reference for new personnel in the industry. Such typical radio jargon as "across the board", "dubbing", "round robin", "leg", etc., are clearly defined in the alphabetical list.

NBC-Northwestern University Summer Radio Institute opens June 25, with 126 students, representing 32 states, Canada, South America and China. John Royal, vice-president of NBC in charge of television, will be the chief speaker at the opening banquet, speaking on "Programming for Television".

Spike Jones and His City Slickers are one of the best known novelty bands of the day . . . making music with pistol shots, ringing bells and clanking chains provides plenty of confusion, but the boys are definitely in the groove.

SPIKE JONES

When this zany orchestra leader first began to record for Bluebird, he zoomed to fame immediately as the nation's "King of Korn." Spike is forever dreaming up new arrangements, new instruments and new inventions for music making.

A drummer by original profession, Spike started his slapstick symphonists while working for John Scott Trotter on the Bing Crosby Show.

BARSTOOL COWBOY FROM OLD BARSTOW / COVERED WAGON ROLLED RIGHT ALONG	BI. 11364
CLINK, CLINK, ANOTHER DRINK?	BI. 11466
LITTLE BO-PEEP HAS LOST HER JEEP / PASS THE BISCUITS, MIRANDY	BI. 11530
SIAM	BI. 11560
HOTCHA CORNYA	BI 30-0818
SERENADE TO A JERK	Vic. 20-1654

For the complete list of BMI-licensed titles recorded by Spike Jones consult your BMI DISC DATA.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK CHICAGO HOLLYWOOD

REPRESENTED BY RAMBEAU

doesn't mean big stations and it doesn't mean little stations. But it does mean hand-picked, carefully selected stations that want spot business and are willing to do something about it.

REPRESENTED BY RAMBEAU

means friendly, cooperative stations interested in making your advertising dollars pay dividends.

REPRESENTED BY RAMBEAU

means

"Radio's First Special Representatives"

Brother's Voice

MRS. C. G. PHILLIPS, owner of KIDO Boise, Ida., was given a pleasant surprise when the second AFRS transcription to be received by her station was played back. The usual interview with a Signal Corpsman was climaxed with the request that the record be sent to Mrs. Phillips, "She'll get quite a kick out of it," said the soldier. He identified himself as Cpl. James K. Newport, brother of the KIDO owner.

CBS Executive

(*Continued from page 16*)

manager since Mr. Kesten relinquished the title for the executive vice-presidency. All three new CBS directors were senior vice-presidents several years.

Mr. Stanton joined CBS in 1935 as research director, moving to director of advertising and research before taking general executive duties. At 37 he is one of the youngest major radio executives. He is recognized as an authority in the radio research field. Original research at Ohio State U. led to his CBS affiliation. He is co-developer with Dr. Paul Lazarsfeld of the program analyzer device.

Consultant

Early in the war he was called in as consultant to the Office of Facts & Figures, and serves in this role with OWI as well as with the Secretary of War. He is a member of the NAB and BMB boards and of the Cooperative Analysis of Broadcasting board of governors; director of CRC, American Film Center and Audio Electronics Inc.; fellow of American Assn. of Applied Psychologists; member American Psychological Assn., American Marketing Assn. and Market Research Council.

Mr. Ream joined CBS in 1934 and headed the legal department for a decade, becoming secretary in 1938. Mr. White joined the network as treasurer in 1937, moving to a vice-presidency in 1942.

Comdr. Runyon is expected to take his CRC post July 1 at Bridgeport headquarters. He had been with CBS since 1931, receiving leave of absence in 1942 to enter active duty as lieutenant commander.

Radiomen Come Home With First Army Troopship, Assist in Covering Event

TROOPS of the First Army came home last Sunday, and radio—which has stayed right with them through their combat days—came home with them.

On board the *Monticello*, one of the four troop-laden ships which docked at New York were three radio correspondents, Jack Thompson of Mutual, George Hicks and Gordon Fraser of the American-Blue. Mr. Hicks and Mr. Fraser spotted the welcoming radio boat almost as soon as it drew alongside the *Monticello* out in the harbor, off Staten Island. Hanging over the rail on the bridge, both correspondents shouted greetings to their colleagues aboard the smaller craft, where recordings were being made. Mr. Thompson, despite his now-famous beard, couldn't be located in the crowd of soldiers lining the rails until the ship actually docked.

Radio's coverage of the landing started from the point in the harbor, with a live network broadcast on Mutual handled by Paul Killiam Jr., WOR news supervisor. Mr. Killiam's 7-minute program at 11:52 a.m. had full benefit of music supplied by a WAC band on board another small boat called the "Welcome Home" boat. Besides the color and background fill-in on the First Army's combat achievements, Mr. Killiam tried yelling to soldiers leaning out of the *Monticello's* portholes and managed to identify one or two men from the New York area.

From the shipside broadcast, radio men went along to the pier, American-Blue recording on film and Mutual filling in with live commentary in the hope of getting on the network live with a 1:15 p.m. description of the debarking. Timing failed on that project, however, but the network broadcast a half-hour recorded program at 11:30 p.m. Sunday night, including the complete story of the arrival and a brief interview with Mr. Thompson.

At 6:30 p.m. Sunday, WJZ New York, American-Blue key station, broadcast a quarter-hour program of interviews with men at the pier which had been recorded earlier in the afternoon by Mr. Hicks and Mr. Fraser.

NBC broadcast four minutes of description of the debarkation which had been recorded at the pier by Maj. Ted Steele, War Department, Bureau of Public Relations radio section.

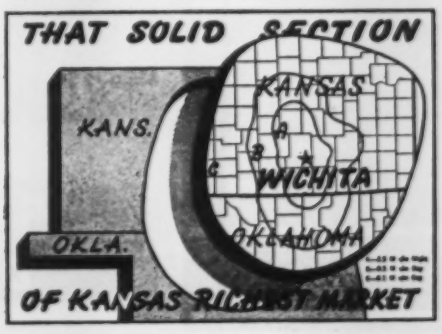
KFH-WICHITA

From the Frisco Conference

GEORGE GOW, Ace KFH Newscaster, ONLY COMMENTATOR accredited to United Nations Conference from a Kansas Radio Station.

The hundreds of thousands of solid folks of that *solid section* do not "shop around the dial" for news and comments on big events like the United Nations Conference at San Francisco. Wichita was right on the spot with her own KFH Newscaster, George Gow, giving Kansans the news they want to know and the Kansas slant they're most interested in. It is enterprising "scoops" like this that have made KFH the best liked, best believed and best listened-to station in "that *solid section* of Kansas' Richest Market." It all adds up to your best *selling* station, too!

DIRECT TO KFH



KFH
WICHITA
CBS • 5000 WATTS • DAY & NIGHT
CALL ANY PETRY OFFICE

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

ACTIONS OF THE FCC

JUNE 2 TO JUNE 8 INCLUSIVE

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS

JUNE 4

NEW-1400 kc Granite District Radio Broadcasting Co., Salt Lake City—Granted license to cover CP new standard station (KNAK). Licensee granted waiver Sec. 3.55 (b) and 3.60 of FCC Rules and Regulations; conditions.

NEW-1400 kc Macon Broadcasting Co., Macon, Ga.—Same (WNEX).

Unity Corp., Toledo, O.—Placed in pending file application for CP new FM station.

Fort Hamilton Broadcasting Co., Hamilton, O.—Same.

Elias I. Godofsky, Brooklyn, N. Y.—Same.

Oregonian Publishing Co., Portland, Ore.—Placed in pending file application for CP new commercial TV station.

J. Frank Katzentine, Miami, Fla.—Same.

Palmer K. Leberman and Lois C. Leberman, New York.—Same.

ACTIONS BY COMMISSION

JUNE 5

WCLO Janesville, Wis.—Granted license renewal for period ending 2-1-46.

KASA Elk City, Okla.—Granted license renewal for period ending 8-1-46.

WLAG La Grange, Ga.—Same.

KWRC Pendleton, Ore.—Same.

WFOY St. Augustine, Fla.—Same.

Following stations granted license renewal for period ending 2-1-47: WINX KCKN WEMP (main and aux.) KVOX WSAV KRJF KROC WSAJ KROS WRAW* WLNH* KGEZ*.

Murray Mester and Meyer Mester, New York—Granted petition for postponement of oral argument now set 6-13-45 to 7-25-45 re application for transfer of control of WOV from Arde Bulova and Harry D. Henshel to Murray and Meyer Mester.

KWKW Pasadena, Cal.—Denied petition for partial grant of application for CP change assignment to 830 kc using 1 kw only.

WJBC Bloomington, Ill.—Granted involuntary assgn. license from Arthur Malcolm McGregor, Dorothy Charlotte McGregor (deceased) and Hugh L. Gatley, d/b Radio Station WJBC, to Arthur Malcolm McGregor and Hugh L. Gatley d/b Radio Station WJBC.

WALV Richmond, Va.—Granted authority to use call WLEE instead of WALV.

A. H. Belo Corp., Dallas, Tex.—Granted CP new portable developmental station; frequencies to be assigned by FCC, 1 kw.

Raytheon Mfg. Co., New York—Granted CP two new developmental broadcast stations; frequencies to be assigned by FCC; 10 kw for one, 5 kw other.

Following stations granted license renewal for period ending 2-1-47: WFHR KVIC KWLM WBRE WGTM WSOY KUIN KWOC WCMI KBND* WDMJ* WBRK*.

KWKH Shreveport, La.—Granted license renewal for period ending 5-1-48.

KTHS Hot Springs, Ark.—Same.

WMBI Chicago—Granted license renewal for period ending 5-1-47.

KNX Los Angeles—Granted license renewal for period ending 5-1-48*.

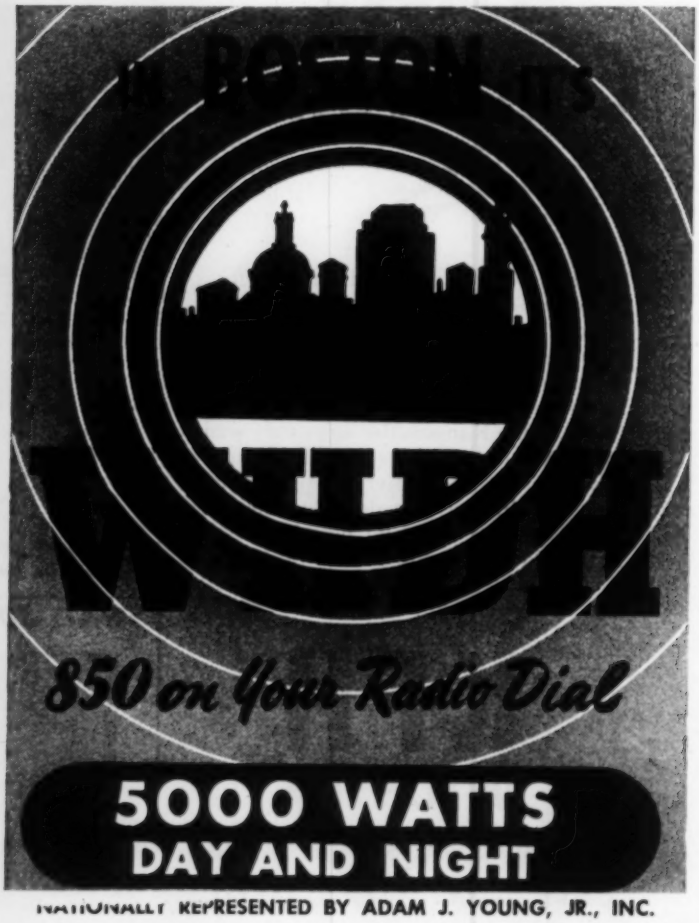
KMOX St. Louis—Present license further extended on temp. basis for 60 days from 7-1-45.

*Comr. Durr voted for further inquiry.

Tentative Calendar . . .

JULY 25

WOV New York—Transfer of control (oral argument).



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

NBC Holds Clinic For O&O Stations

SECOND ANNUAL promotion clinic of NBC owned and operated stations was held in the NBC board in New York June 6-8, featuring talks by network executives and discussions of present and future promotional activities. Charles P. Hammond, NBC director of advertising and promotion, presided at the three-day meeting. Frank E. Mullen, vice-president and general manager, addressed the opening session.

Out-of-town station representatives atending were: Albert V. Cole, Mahlon Glascock, WRC Washington; Howard Barton, WTAM Cleveland; Charles Phillips, KOA Denver; Emmons Carlson, WMAQ Chicago; Frank Ford, KFI Los Angeles.

Applications . . .

JUNE 4

1450 kc WAGM Presque Isle, Me.—CP increase 100 w to 250 w and hours to unlimited, install new trans. and antenna, change trans. site.

NEW-45.1 mc WMFR High Point, N. C.—CP new FM station amended to change name of applicant to James E. Lambeth, James E. Lambeth Jr., Helen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth and Molly N. Lambeth d/b Radio Station WMFR Inc.

JUNE 6

NEW-48.7 mc WEVD New York—CP new FM station amended to change coverage to 7,273 sq. mi.

NEW-1400 kc Harrisburg Broadcasting Co., Harrisburg, Pa.—License to cover CP new standard station (WHBG).

1450 kc WBBL Richmond, Va.—License to cover CP for changes in assignment.

NEW-KCKN Kansas City, Mo.—CP new developmental broadcast station, 49.9 mc, 99.8 mc, 1 kw, AO and special emission.

NEW-WIBW Topeka, Kan.—CP new developmental broadcast station, 49.7 mc, 49.9 mc, 99.8 mc, 1 kw, AO and special emission.

NEW-60-66 mc Earl C. Anthony Inc. Los Angeles County, Cal.—CP new experimental TV station, 4 kw, A5 emission.

JUNE 7

NEW-50-56 mc KSTP St. Paul—CP new commercial TV station, ESR 1961.

NEW-Observer Publishing Co., Washington, Pa.—CP new FM station (returned, incomplete).

NEW-Tribune Printing Co., Beaver Falls, Pa.—Same.

870 kc KTBI Tacoma, Wash.—Special service authorization 870 kc 250 w limited time (dismissed at request of attorney).

JAMES L. FLY, former FCC Chairman, will speak at the June 18 meeting of the radio group of the American Marketing Assn., in New York's Murray Hill Hotel.

"Gosh, Ma—she allus did go fer them WFDF Flint announcers."

Radio News Wire

(*Continued from page 20*)

haps two 8-minute splits per hour, at 10 minutes after and 20 minutes before the hour, for the regional bureaus. (The regional and state splits offered on the current wires come at 1-7 hour intervals.) Splits every half-hour or even every hour would keep radio news up-to-date. States with so many stations subscribing that a state split becomes desirable, could be provided with state bureaus, which could use one of the splits during the hour, leaving the other for the more important district news. The regional bureaus should be set up so that a responsible editor would be on duty 24 hours a day.

The special correspondents in key cities where there are no bureaus could phone or overhead their news stories to the regional bureaus, and also furnish typewritten local and area news stories to the stations in their own cities and immediate vicinity. They could be provided with bureau teletypewriters later if necessary; and they should have facilities that would permit them to make remote broadcasts.

Here's a tentative outline for bureaus and correspondents in the United States:

DOMESTIC BUREAUS: Washington, New York, Boston, Philadelphia, Pittsburgh, Atlanta, Chicago, Detroit, Cleveland, Cincinnati, Minneapolis-St. Paul, St. Louis, Kansas City, New Orleans, Houston, Denver, Salt Lake City, Los Angeles, San Francisco, Seattle.

DOMESTIC CORRESPONDENTS: Buffalo, Albany and Rochester, N. Y.; Trenton, N. J.; Montpelier, Vt.; Concord, N. H.; Augusta, Me.; Providence; Hartford, Conn.; Wilmington and Dover, Del.; Harrisburg, Pa.; Baltimore; Annapolis; Charleston, W. Va.; Richmond, Va.; Charlotte and Raleigh, N. C.; Columbia, S. C.; Miami; Tallahasee; Birmingham; Montgomery; Jackson, Miss.; Nashville; Memphis; Louisville; Frankfort; Columbus, O.; Indianapolis; Springfield, Ill.; Lansing, Mich.; Milwaukee; Madison; Des Moines; Bismarck, N. D.; Pierre, S. D.; Omaha; Lincoln; Jefferson City, Mo.; Wichita; Topeka; Oklahoma City; Tulsa; Little Rock; Dallas; Ft. Worth; Austin; San Antonio; Baton Rouge; Santa Fe.; Phoenix; Reno; Carson City; Boise; Helena, Mont.; Cheyenne, Wyo.; Hollywood; Sacramento; Portland and Salem, Ore.; Olympia, Wash.

Here's a tentative outline for foreign bureaus and correspondents:

FOREIGN BUREAUS: London, Moscow, Paris, Berlin, Tokyo, Mexico City.

FOREIGN CORRESPONDENTS: Dublin, Stockholm, Amsterdam, Madrid, Rome, Prague, Belgrade, Athens, Warsaw, Kiev, Minsk; Ottawa, Juneau, Panama City, Buenos Aires, Rio De Janeiro, Santiago; Honolulu, Canberra and Batavia; Singapore, Shanghai, Canton, Hong Kong, Peiping; New Delhi, Calcutta; Cape Town, Cairo and Ankara.

That's the brief for a radio news service, with a rough working outline.

Boomerang

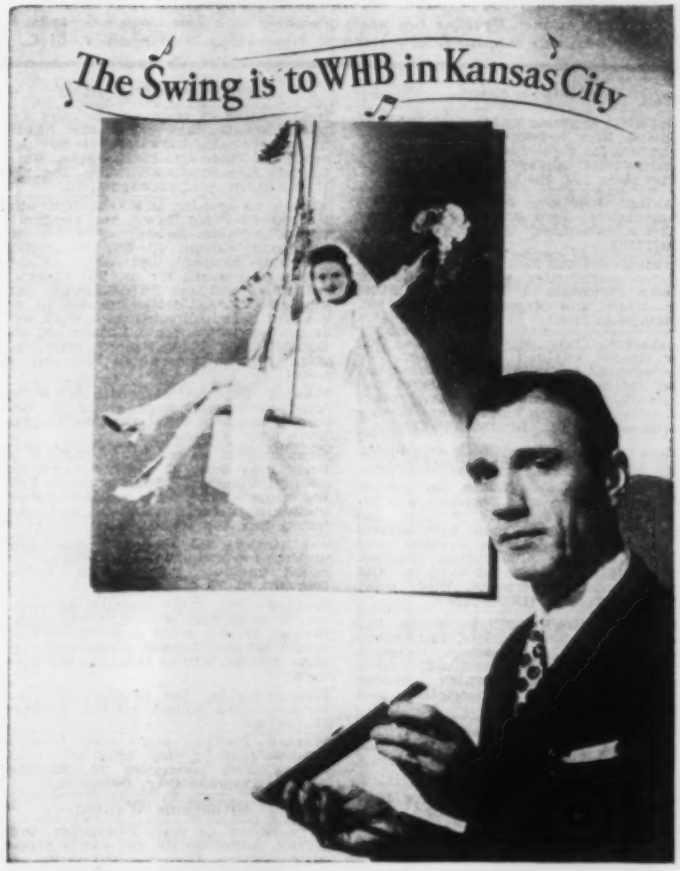
SO SURE was Bob Steele, WTIC Hartford sportscaster, that Mario Ochoa would beat Joe Reddick in a boxing bout, that he told his listeners, "If Ochoa doesn't beat Reddick, I'll sell the first edition of the *Hartford Times* at 1:30 Tuesday afternoon at the corner of Main and Asylum Streets." Match ended up in a draw. Steele ended up at Main and Asylum, selling papers. So many listeners came, he sold the entire stack in four minutes flat.

BLUE SHOWS WILL VISIT NEW STATIONS

A NUMBER of American-Blue commercial shows will travel to various cities throughout the country to welcome the 12 new stations joining the network June 15.

Breakfast Club, a Chicago originated show, on June 15 will come from WNAX Sioux City. Cast will travel to KRNT Des Moines for the June 16 broadcast and on June 23 will journey to WRJN Racine, Wis. On June 17 the cast of the Philco summer show, which usually broadcasts from New York, will visit WCOP Boston while the Mary Small-*Junior Miss* show will originate at WCAE Pittsburgh.

Breakfast in Hollywood will tour from Hollywood to Florida on a War Bond drive stopping off June 18 to broadcast from WGBS Miami, and on June 21-22 from WPDQ Jacksonville. Alan Young show on June 19 originates at WFBR Baltimore. *Ladies be Seated* will broadcast from WEEU Reading, Pa., on June 25 and on June 26 from WHGB Harrisburg, Pa.



Meet WHB's Paul Todd—

of the "Radio Todds" . . . our Transmitter Supervisor

The serious-looking, square-jawed slide-rule manipulator in our photo with the "Swing Girl" is Paul Todd, WHB's Transmitter Supervisor, who has been a commercial radio operator since 1929 and a WHB engineer since January, 1930. Like his brother Jack Todd (formerly WHB Program Director, now manager of KANS, Wichita), Paul comes from Shenandoah, Iowa .... worked during his school years at KMA and KFNF ... and, later, at WMT in Waterloo.

In 15 years at WHB, Paul has exhibited unflagging interest in the technical perfection of programs which make this station unique. He's done his bit toward the war effort, too, as president of a company manufacturing quartz crystals for the U. S. Army Signal Corps.

Ask him today about the current shows on WHB which intrigue him most, and he'll tell you about these three:

"SONG and DANCE PARADE"—with RUSH HUGHES. A full hour of popular recordings, broadcast Mondays through Saturdays at 2 p. m.—with popular Rush Hughes of KWK as Master of Ceremonies. This program has a 4.7 Hooperating in the October-February survey ... and is on its way up.

"THE FIRST FIVE" — with RUSH HUGHES. Kansas City's "best seller" records, as reported daily by leading retailers—together with their "platter mates", some fascinating and rhythmic "extras" ... and the voice of Rush Hughes! Forty-five minutes nightly. Mondays through Saturdays at 6:15 p.m. Ask Don Davis for participation availabilities.

"MARY JANE ON PETTICOAT LANE". Daily half-hour shopping program, with style news and music, featuring merchandise offered by stores and shops on Kansas City's famous "Petticoat Lane". Spots available for minute transcriptions about products used by women, Mondays through Fridays, 11:30 a. m. to 12:00 noon.

If you want to sell the Kansas City market, WHB is your *happy* medium.

For WHB Availabilities, 'Phone DON DAVIS

at any of these "SPOT SALES" offices:

KANSAS CITY ..... Scarritt Building ..... HArrison 1161
NEW YORK CITY ... 400 Madison Avenue ... ELdorado 5-5040
CHICAGO ..... 360 North Michigan ..... FRanklin 8520
HOLLYWOOD .. Hollywood Blvd. at Cosmo .. HOllywood 8318
SAN FRANCISCO ..... 5 Third Street ..... EXbrook 3558

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

SELL *The Rich, Central Missouri Valley*

"Mutual"

KBON OMAHA

Concentrated Coverage
Low Rates
Promotion Helps

. . . in a market equal to half the people, two-thirds the buying power of the entire state of Nebraska.

General Manager, **PAUL R. FRY**
National Representatives, SPOT SALES, Inc

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Wanted—Operator, first class license immediately. Send complete story first letter. Permanent. Box 574, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Engineers—Three needed at once. One for cleared channel transmitter. Two for studio, including relay broadcast and FM operation—midwest. Send full particulars. Statement of availability from United States Employment Service required. Box 664, BROADCASTING.

Texas station desires junior announcer. Tell all. Box 668, BROADCASTING.

Wanted—Good announcers for metropolitan southern city. Station plans include progressive future program and production. A good man with several years experience can be assured good present earnings plus future progress. Especially need man with sports and record—jockey experience. Rush reply to Box 737, BROADCASTING.

Midwest network affiliate wants immediately, singers, yodelers, instrumentalists novelty and western bands a chance for network broadcasts and a responsive audience which relishes rural rhythm and transcription. Box 746, BROADCASTING.

Wanted—Man with newspaper writing experience who can do microphone work as newscaster. WKY News Bureau. Oklahoma City, Okla.

Wanted—First class engineer for Blue affiliate and regional key station. State experience, references and salary in first letter, Manager, WLAV, Grand Rapids, Michigan.

Experienced announcer for southern Texas Mutual station, which is doing a good production job. Send audition transcription and all details to Sam Leavitt, General Manager, KPAC, Port Arthur, Texas.

Young continuity writer interested in postwar job. Send details including age, education, salary requirements, sample of copy first letter to KGHL, Billings, Mont.

Assistant chief; engineer wanted. Forty hour week, and fine opportunity for advancement with live wire Blue Network affiliate. Best possible working conditions. WOLS, Florence, S. C.

Wanted—Transmitter operator. Immediate vacancy for first or second class licensee. KTFI, Twin Falls, Idaho. Apartment available at transmitter if desired. Write or airmail F. V. Cox, Chief Engineer.

. . . — . . . First class station needs first class engineer, or second willing to get first license within year. Excellent conditions, congenial surroundings. Call, write or phone Paul Lindsay. .— — — . — . — . . .

Wanted—Announcer-copywriter. Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

Help Wanted (Cont'd)

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

There's an opening at KTSM, NBC affiliate in El Paso, Texas, for an industrious, reliable announcer We're the dominant station in our community (see our Hooper) and we're choosey about who works for us, but there's a real opportunity at KTSM for the right man. So, if you'd like to live in the colorful healthful southwest, work with congenial people, for a 15 year old station with big postwar plans, send complete information about yourself at once!

Wanted—Experienced continuity writer. Must have good background in both commercial and dramatics. WKY, Oklahoma City, Oklahoma.

News analyst to rewrite AP and UP reports into daily 15 minute news program. Permanent. Must be tops. Voicing not essential. Give complete details, including salary and references in first letter. Box 488, Ithaca, N. Y.

Southeastern independent in small town desires experienced announcer-control board operator, salary open. WEGO, Concord, N. C.

Wanted—Two male operator-announcers. Holding first, second, or third class license. If you want a permanent job apply, sending transcription and complete details. WHOP, Hopkinsville, Kentucky.

Have opening for another top announcer. Call collect WSAM, Saginaw, Michigan.

Wanted—Football announcer. Must be good at play by play. Send experience, history and references to Manager, WKY, Oklahoma City, Okla.

Situations Wanted

News editor. 15 years newspaper, press service, radio. Single, 4F, wants permanent position. Prefers night work, east coast. Box 715, BROADCASTING.

Commercial manager or manager interested in making a change for greater opportunity. At present commercial manager of 1000 watt station with outstanding sales record. Past reputation will speak for itself. Can offer the best of references. Interview can be arranged. All replies kept strictly confidential. Box 734, BROADCASTING.

Salesman—32, draft exempt, nine years of announcing, production, news editing and selling. Two years New York announcing and agency contact work, prefer midwest or east. Box 739, BROADCASTING.

Operator—First class desires permanent position. Box 740, BROADCASTING.

Operator—First class, desires temporary position at a New York station. Box 741, BROADCASTING.

PROGRAM DIRECTOR OR PRODUCTION MANAGER. SEVERAL YEARS EXPERIENCE IN ANNOUNCING AND PRODUCTION INCLUDING TWO YEARS NETWORK STAFF ANNOUNCING IN NEW YORK. REPLIES SOLICITED FROM PROGRESSIVE STATIONS. BOX 742, BROADCASTING.

I may not have the reputation of Martin Block or Arthur Godfrey, but my programs are clicking and selling merchandise. Terms $100.00 weekly for part live musical clock, additional fees for other live shows. Box 743, BROADCASTING.

Situations Wanted (Cont'd)

Cleveland, Ohio and vicinity—station or agency. Young man with varied radio and advertising education. Some experience. Box 747, BROADCASTING.

Capable script and continuity writer. Dramatic scripts and commercial copy. Three years sound experience including network scripts. Creative, industrious, college graduate, 4F. Larger cities and stations preferred. Box 752, BROADCASTING.

Woman's program director, five years experience, desires position in traffic department of larger station. Box 751, BROADCASTING.

Engineer. Efficient in high power transmitters, network studios, recording, high frequency and telephone exchanges. Engineering operating or supervision. Age 38. Last two jobs total sixteen years. Desire permanent position. For details, Box 750, BROADCASTING.

Wanted to Buy

National one-ten receiver and power supply or any good commercial receiver covering the 1 to 10 meter range. Box 738, BROADCASTING.

Lamkin Laboratories, frequency meter, 1.5 to 56MC, or any commercial frequency meter covering 1 to 10 meters, meeting FCC approval. Chief engineer, WORD, Spartanburg Broadcasting Co., Spartanburg, S. C.

Wanted to buy—Existing 250 w local broadcast station. All replies held strictly confidential. Box 745, BROADCASTING.

Two used transmitters in good condition of five killowatts each. Wire Box 753, BROADCASTING.

For Sale

Will sell, trade 1000 watt W. E. Amplifier for 250 watt transmitter. Box 754. BROADCASTING.

Miscellaneous

Engineer desires to invest small capital, much work in small station. Box 748, BROADCASTING.

WANTED

Announcers, control room and transmitter operators for Richmond, Virginia, station. Write completely of your experience. Announcers please send audition platters.

Tom Tinsley
7 E. Lexington St.
Baltimore, Md.

ANNOUNCER WANTED . . .

Man above average in ability, performance and earning capacity, for key announcing position with aggressive network station in the Nation's Capital. Real future for the right man.

BOX 744, BROADCASTING

SALESMEN

. . . For independent station wanted. Men with a real understanding of radio sales needed for two important Pacific coast markets. Must have had good sales record. Send record of experience. References and photo with first letter.

ASSOCIATED BROADCASTERS
MARK HOPKINS HOTEL
SAN FRANCISCO, CALIF.

NETWORK SALESMEN WANTED

Real opportunity for network calibre salesmen. Men who have had strong sales record in network sales needed. Send full particulars about age, experience, references and photo in first letter.

ASSOCIATED BROADCASTERS
Mark Hopkins Hotel
San Francisco, Cal.

We Are Looking For Men To Operate Our New Branch Offices

We are an old, well-known manufacturer of Radio Transmitting Equipment, about to open branch offices in New York City and on the West Coast. We need a good man to operate each of these offices. He must be able to contact stations intelligently, know broadcasting methods and problems, and discuss equipment from a technical standpoint.

There's a wonderful opportunity for the right man. Are you one of them? Give full details of experience, age, background, salary needs, etc., in first letter.

BOX 749, BROADCASTING

Are You Rate-Conscious?

If so—Upton Close heard each Sunday (6:30 p.m. EWT) over the Mutual Broadcasting System has a current May Hooperating of 5.8—This is outstanding against the aggregate — same hour competition (NBC; CBS; BLUE) rating of 30. This makes Upton Close the best dollar for dollar buy among radio commentators. Available now for additional sponsorship.

Upton Close Office:
6777 Hollywood Blvd.
Hollywood 28, California
Granite 2575

NEW YORK UNIVERSITY SUMMER RADIO WORKSHOP

July 2—August 10, 1945

Intensive, full-time training in all techniques of radio programming. Network and agency faculty, Director ROBERT J. LANDRY, CBS. Practical studio experience.

Send for Bulletin B

Division of General Education
NEW YORK UNIVERSITY
WASHINGTON SQUARE
NEW YORK 3, N. Y.

ARE YOU LOOKING FOR A BETTER JOB?

FREE PLACEMENT BUREAU FOR ANNOUNCERS—WRITERS—ENGINEERS AND OFFICE WORKERS.

SEND COMPLETE DETAILS IN FIRST LETTER. NO FEE. RADIO STATIONS PAY THE CHARGE

WRITE TODAY!
RADIO PERSONNEL
136 N. DELAWARE ST.
(RADIO CENTER)
INDIANAPOLIS 4, INDIANA

The **SCHOOL** *of* **RADIO TECHNIQUE**

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Only in AUDAX pickups does one find the exclusive "relayed-flux" principle so largely responsible for the sharp, clean-cut facsimile reproduction of Microdyne. Only with AUDAX cutters is the Distortion Factor reduced to such a negligible amount. And only with the AUDAX jewel point is the reproduction so faithful, so true. Small wonder, then, that AUDAX equipment is held in such high esteem by major radio stations and recording studios. Specify AUDAX where quality and consistency of performance are essential. The complete line is in stock at HARVEY, distributor of fine radio and electronic equipment.

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

SUPPORT THE
7th

YOU HAVE *"A DATE WITH MUSIC"*
the sparkling new transcribed ¼ hour musical series starring
PHIL BRITO
the golden voiced song-sation of radio
For costs and audition records write or wire
CHARLES MICHELSON
67 West 44th Street, New York 18 MUrray Hill 2-3376 — 5168

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
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Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

FREQUENCY MEASURING SERVICE
Exact Measurements — *at any time*
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
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Consulting Radio Engineers
Specializing in Broadcast and
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CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

J. D. Woodward & Associates
Manufacturers of Radio Transmitters and Industrial Electronic Equipment
Baltimore, Maryland
Water & Frederick Sts. - Saratoga 8535

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Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive *Stratford, Conn.*

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
★ ★ ★
Nat'l Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5888

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AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

WORTHINGTON C. LENT
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INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

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Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

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CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

At Deadline...

OPA, WOR DENY PROGRAM COMMUNISTIC

CHARGES by members of the House Committee on Un-American Activities that an employe of the second regional OPA was engaging in "communist activities" were denied Friday by Daniel P. Woolley, regional OPA director. He identified the attacked employe as Tex Weiner, OPA regional radio director, who supervises the program *Soldiers With Coupons* on WOR New York, sponsored by Standard Brands.

Mr. Woolley asserted that Standard Brands, as one of the largest food manufacturers, would be unlikely to sponsor a communistic program. Mrs. Lucilla Martin, WOR continuity acceptance director, termed the House charges as "stupid". D. B. Stetler, advertising manager of Standard Brands, said each script is cleared by the OWI. Mr. Weiner declined comment. Mr. Woolley is scheduled to testify before the Committee, sitting in New York, on June 20.

MBS EXECUTIVES TO MEET NEW WOL PERSONNEL

AT A SPECIAL function sponsored by WOL Mutual in Washington June 14 executives of MBS will meet with new personnel of the Washington outlet. Visiting Washington from New York will be these MBS executives: Robert W. Swezey, vice-president and general manager; Phillips Carlin, vice-president and program director; John Whitmore, director of news; Tom Slater, director of sports and special events, and Harold Wagner, assistant program director. A special cocktail party for Washington news correspondents will be held at the Mayflower June 14. Other guests will be Charter Heslep and William Hillman, of the Washington MBS office. New WOL personnel who will confer with MBS executives include Arthur Casey, Florence Warner, David Harris and Jack Paige.

WSAI STRIKE CONTINUES

MUSICIANS at WSAI Cincinnati were still on strike late Friday with War Labor Board hesitating to invoke usual procedure ordering men back to work pending investigation in view of previous AFM defiance of Board orders. James C. Petrillo is understood to have taken personal interest in dispute, insisting that station meet union demands for hiring of extra musicians. Station has agreed to pay $60 weekly for 12 hours' work but doesn't need larger staff. Despite strike, station programs using live music are continuing with records substituted.

MAYBORN LEAVES ARMY

MAJ. FRANK W. MAYBORN, retired by the Army on Friday, on July 1 resumes active management of his station, KTEM Temple, Tex., and newspaper, the *Temple Telegraph*. Maj Newborn enlisted as a private in the Tank Destroyer Corps Oct. 7, 1942, subsequently attended Officers Candidate School, was sent to Washington as executive officer of the News Division, Bureau of Public Relations, and served in Europe as assistant chief of U. S. Operations, SHAEF Public Relations from D-Day until V-E Day.

FITZPATRICK TO SEEDS

FITZPATRICK BROS., Chicago (Kitchen Klenzer), last week named Russel M. Seeds Co., Chicago, as advertising agency. Firm considering radio.

CBS TO HOLD CLINICS FOR PROGRAM PERSONNEL

SERIES of clinics for program managers of affiliate stations and their staffs will be held during July in Los Angeles and New York, it was announced at the end of a two-day meeting of the CBS affiliates advisory board in New York. The clinics will meet for three days and are designed to acquaint station program personnel with network plans, procedures and techniques of programmings and to promote exchange of ideas.

Among topics to be given intensive study are serial programs, program analysis, script writing, production, direction, sound effects, studio design and operations, news and copyright.

UNION SCRAP IN VIDEO

JURISDICTIONAL contest by labor unions seems likely in the television field on the basis of a statement made two weeks ago by a spokesman for the AFL's International Alliance of Theatrical & Stage Employes (IATSE) who said the WABD-DuMont charter "will take in everything in New York" in the technical side of video. Engineers at WCBW, CBS video station, are members of IBEW (AFL) while at WNBT, NBC video outlet, NABET has jurisdiction over engineers, IATSE over stagehands.

NEBRASKA REQUEST

RESOLUTION requesting the NAB to use its efforts to convince the FCC it should "cease disqualifying public service programs as such because they may be sponsored" and to urge the FCC to revise its rules for determining sustaining and commercial broadcast periods was adopted by the Nebraska Broadcasters Assn. (See page 38 for election of officers; see also editorial "Thin Ice", page 46).

SERVICE SERIES EXPECTED

THIRD network show said to be in planning stage by the Navy may go to Mutual as American-Blue and NBC already have series set for summer start, both available for sponsorship. New Maritime Service exploit-drama series is also expected by early fall.

WAR LOAN REPORTS

STARTING today (June 11) brief facts on the progress of the Mighty Seventh War Loan will be presented by Ted R. Gamble, national director of the Treasury War Finance Division, on daily NBC *World News Roundup*, 7:15-7:30 p.m.

'YANK' HONORS BING

BING CROSBY was given the official G.I. "Oscar" awarded by *Yank*, official Army magazine, for the "Person who has done more for the morale of overseas servicemen than any other entertainer". Presentation was to be made by Surgeon Gen. Norman T. Kirk yesterday (Sunday) afternoon at Walter Reed Hospital, Washington. Crosby, about to leave on another USO tour, returned last fall from appearances in ETO.

People

EUGENE C. PULLIAM, owner of WIRE Indianapolis and WAOV Vincennes, Ind., and the *Indianapolis Star* and *Muncie Star*, is scheduled to testify before the Senate Military Affairs Committee June 14 on compulsory military training.

WALTER COMPTON, who leaves WOL Washington July 1 to join WHN New York and freelance, ends Mutual news tieup June 29. He likely will start daily commentary on WHN and has two new programs available for sponsorship—*Pass the Buck*, a quiz show, and *This Human World*, drama.

LT. COL. JAMES C. McNARY, 2½ years in Air Communications Office, Army Air Forces, last Wednesday went on inactive status and returned to senior partnership in consulting engineering firm of McNary & Wrathall.

1ST LT. DOLPH JANES, production manager of KORE Eugene, Ore., before entering service, was seriously wounded just before the action ended in Germany.

HARRY W. FLANNERY, CBS news commentator, has arrived in the China-Burma-India Theater on the first leg of an AAF tour. Also on tour is Pauline Frederick, assistant to H. R. Baukhage, representing NANA.

HARRY C. WATERSTON, vice-president and managing director of Ray-Hirsch Co., New York, since November, has been made executive director and becomes full partner, with firm name now Ray-Hirsch & Waterston Co.

M. RICHARD TENNERSTEDT, formerly account executive of NBC spot sales, Chicago, joins the Chicago sales staff of Paul H. Raymer Co., station representative.

GEORGE THOMAS FOLSTER, recently back from war in Pacific for NBC, is returning to resume coverage.

C. W. (Bill) BAILEY, on the news staff of WTAM Cleveland, NBC O&O station, since July, 1944, has joined the NBC news staff in New York.

LT. H. ROSS PERKINS, USCG, partner in Norwich Broadcasting Co., applicant for new local station in Norwich, Conn. (see story page 80), is awaiting final discharge from the service, to become effective July 21.

MAJ. FREDERICK BRISSON, head of the AAF radio production unit, is now in the European theater on a special mission in connection with the *Fighting AAF* program. Maj. Brisson was in charge of radio for the Frank N. Vincent agency, London, Paris, and Hollywood.

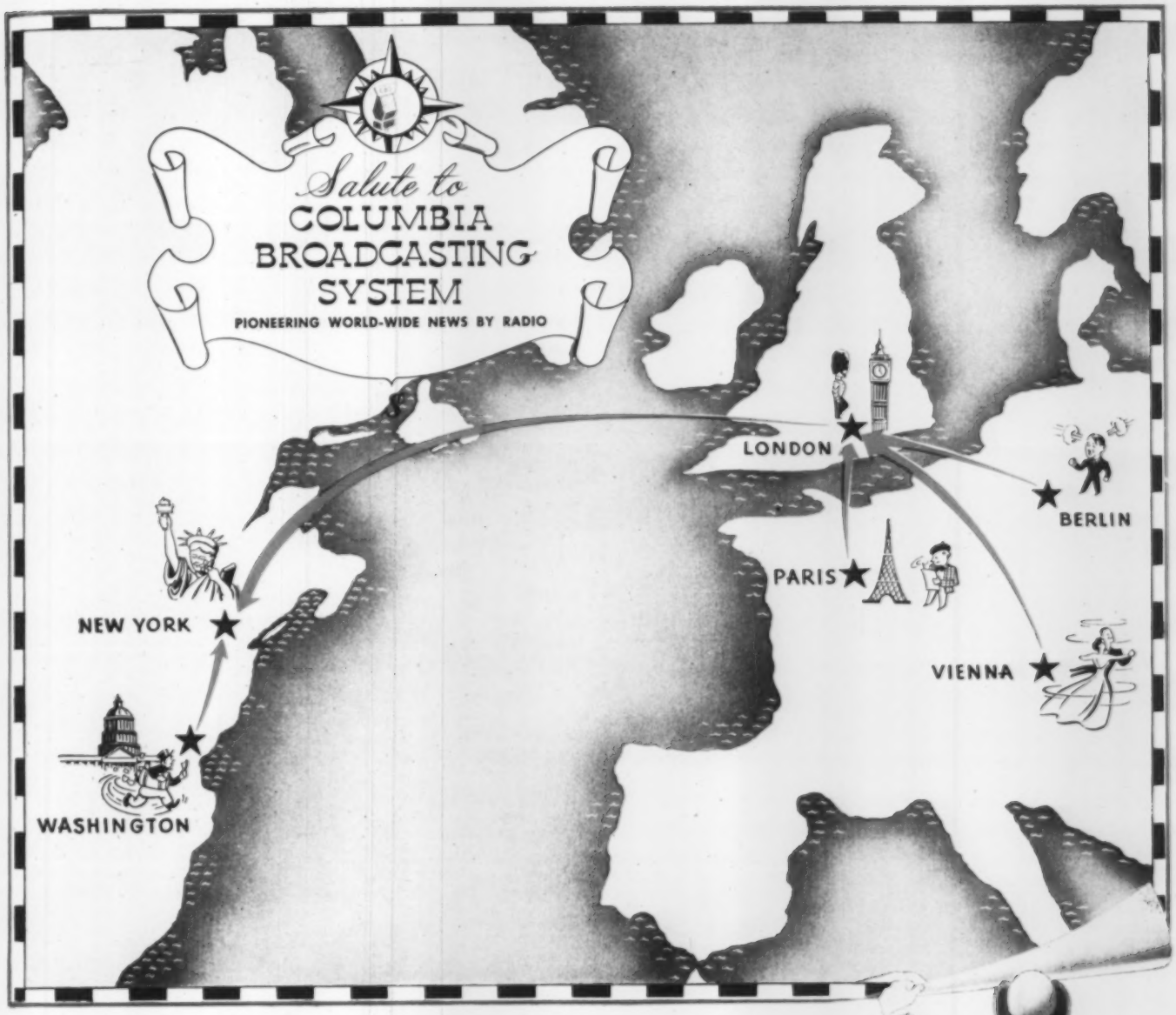
Closed Circuit

(Continued from page 4)

and one PA. That in contrast to the usual battery of a couple dozen. No name plates either. Speaker Rayburn wants it that way, probably taking his cue from the proposed new Presidential arrangement.

AMERICAN-BLUE is asking stations to clear period of 1:30-1:45 p.m. Monday through Friday for a food and diet client desiring to start program in about a month.

BENDIX AVIATION Corp., South Bend, may appoint Grant Adv., New York, as agency and go into network radio.



War's accent on news gave broadcasting a welcomed opportunity to show its wares in the field of news coverage and news dissemination. Commonplace practices today are *over the hills and far away* from confined and slower methods of the first World War.

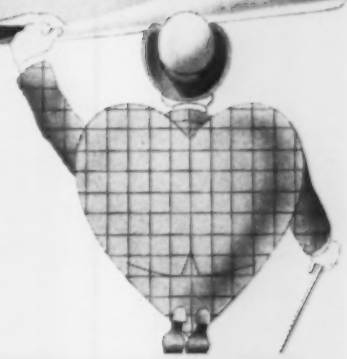
The Columbia Broadcasting System gained early leadership in pioneering the organization of network news coverage back in 1933. Its own widely scattered correspondent corps today supplements the news provided by major wire services.

In March 1938, CBS staged broadcasting's first international news round-up with Bob Trout in New York, William L. Shirer and Ellen Wilkinson in London, Edgar Mowrer in Paris, Pierre Huss in Berlin, Edward R. Murrow in Vienna, and U. S. Senator Lewis B. Schwellenback in Washington, D. C. Thus a new concept came into being with Europe and the far Pacific now as close as the nearest radio receiver!

In such ever broadening horizons radio finds its true strength. D-Day! A wartime presidential election! Roosevelt's sudden death! V-E Day! All have challenged broadcasting's ability to shoulder new responsibilities—and these challenges have been met, with dispatch and "know-how".

To network and wire service coverage can then be added affiliated station organization and efforts. KMBC as one of the original sixteen basic CBS stations further supplements this coverage by maintaining its own experienced staff of full-time newsmen, both A. P. and U. P. wire services, and a string of 200 correspondents throughout the Heart of America.

At first thought the money-wise might ask—can this expenditure of time and money be justified by an individual broadcaster in the returns received. Yes—even if only to measure returns by listener acceptance that here is indeed broadcasting at its best. Such is the position of KMBC in the Heart of America.



KMBC

OF KANSAS CITY

Free & Peters, Inc.

Of course, KMBC - FM—An extra service at no extra cost.

SINCE 1928 — BASIC CBS STATION FOR MISSOURI AND KANSAS